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Wally Olins is the author of Wally Olins - The Brand Handbook (3.81 avg rating, 227 ratings, 10 reviews, published 2008), Wally Olins on Brand (3.71 avg...

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Olins was a successful author. Over 250,000 copies of his books have been sold in 18 languages, including the seminal works 'Corporate Identity', 'On Brand', and 'The Brand Handbook'. His last book, 'Brand New - The Shape of Brands to Come', was published by Thames & Hudson in April 2014.

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Wally Olins - The Brand Handbook by Wally Olins Wallace Wally Olins, CBE was a British practitioner of corporate identity and branding. He co-founded Wolff Olins and Saffron Brand Consultants and served as their chairman. Olins advised many of the world's leading organisations on identity, branding, communication and related matters including BT, Renault, Volkswagen, Tata and Lloyds.

Wally Olins : the brand handbook (Book, 2008) [WorldCat.org]

Wally Olins, the guru of branding discusses his new publication 'The Brand Handbook' with Tyler Brule at the Victoria and Albert Museum on 23rd May 2008

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The Brand Handbook

CORPORATE IDENTITY. By Wally Olins. Executive summary:

•Corporate identity makes the organisation's strategy, structure and vision visible.

•Every organisation has a unique identity. A corporate identity programme enables that identity to be managed and projected to all of its audiences.

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