

# **Wally Olins The Brand Handbook**

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April 2014. "Brand New - The Shape of Brands to Come" 2014 "Wally Olins -The Brand Handbook" 2008 "Wally Olins - On Brand" 2003 "Trading Identities" 1999 "The New Guide to Identity" 1995 "Corporate Identity" 1989 Wally Olins - Wikipedia Beautifully illustrated and full of well-known examples, Wall Olins takes you through the key aspects of branding; each with plenty of examples. In the 110 pages Wally talks about: \* What branding is about \* Making brands work \* Belief in branding Amazon.co.uk:Customer reviews: Wally Olins: The Brand Handbook Wally Olins was a celebrated British graphic designer, best known for creating corporate identities. He held the chairmanship of Saffron Brand Consultants.



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