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Overview. Many people talk about branding, but very few people know how to actually do it. Wally Olins, generally recognized as the world's most experienced practitioner of corporate identity and branding, draws on a lifetime's experience to present a concise,

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practical guide. He explains - in trademark straightforward fashion - what brands are, how to create them, how to make them work, and how to sustain them.

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Great Book with a lots of insides about

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organizations seeking business solutions.

Wally Olins | Biography, Designs and Facts

Books "Brand New – The Shape of Brands to Come" 2014 "Wally Olins -The Brand Handbook" 2008 "Wally Olins – On Brand" 2003 "Trading Identities" 1999

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"The New Guide to Identity" 1995

"Corporate Identity" 1989 "The Corporate
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