

Wally Olins Brand New The Shape Of Brands To Come

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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.

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Some of his noted works include Trading Identities, Brand New – The Shape of Brands to Come and Wally Olins -The Brand Handbook. Wally Olins passed away on April 14, 2014, at the age of 83.

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