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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.

## **Wally Olins: The Brand Handbook - Thames & Hudson**

Great Book with a lots of insides about Brand, or Brands and how they develop until these days. Perfect for people who work with brands - such as designers and marketeers. And maybe even to someone who is creating they're own brand. It doesn't matter how small or big the brand it is, the principles

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Wally Olins was a celebrated British graphic designer, best known for creating corporate identities. He held the chairmanship of Saffron Brand Consultants. Having years of hands-on experience in developing corporate

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identities and packaging, Olins provided consultation to world's leading 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 "The New Guide to Identity" 1995 "Corporate Identity" 1989 "The Corporate Personality: an inquiry into the nature of corporate identity" 1978

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