

On Brand
By Wally Olins
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Nasty use of the ® symbol on the cover, notwithstanding, this is Mr Olins's "positive rejoinder to the new orthodoxies of the No Logo critics of branding". Yep, in recent years it's been fairly black and white: branding = evil capitalists exploiting young children in Third World countries and making us buy stuff we don't really need. Mr Olins is eager to challenge all that—not surprising, as he's made a pretty good living so far from waxing lyrical about what an effective brand can do for a company's bottom line. He maintains that it's time to "throw all the old mission statements away" and that the onward march of branding can actually be a "good thing" (when the principles are applied to non-profit-making organisations, that is). That said, even if you do veer more towards the Naomi Klein school of thought and disagree with every self-satisfied word, this book is definitely worth a read.

WALLY OLINS.
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