

Wally Olins: The Brand Handbook

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A pioneer in the world of branding and identity, Wally Olins, has written several books. This, **The Brand Handbook**, is his latest. It is a completely revised and updated edition of his out-of-print 1995 classic introductory guide to corporate identity, and the ultimate primer on brands and branding

A step-by-step practical guide to understanding and creating brands, **Wally Olins: The Brand Handbook** is the Boy Scout manual of branding: straight to the point, compact, colourful, and built to be dog-eared by regular use.

Subdivided into nine clearly defined sections, with case-study examples and 'take-away' questions, **The Brand Handbook** explores and explains a wide spectrum of brands and branding programmes, including Apple in the US, Mitsubishi in Japan, Repsol in Spain, Daimler in Germany and Lloyd's in the UK, and sets out the ground rules for branding success in the 21st century.

The Brand Handbook is a basic, comprehensive, spirited and, above all, clear discussion of the discipline and practice of branding, ideal for:

Marketing and design students
Managers
MBA students
Business or design journalists

People working in branding, advertising and marketing will find **The Brand Handbook** makes a potent refresher course and an accessible desk reference; a marketing manager considering undertaking a branding project will find it indispensable.

About the author

Wally Olins is a distinguished veteran of his profession and a veritable legend in his own time; he is co-founder and chairman of Saffron Brand Consultants; he is author of *The Corporate Personality* (1978), *Corporate Identity: making business strategy visible through design* (1989), *Trading Identities: how companies and countries are taking on each others' roles* (1999), and *Wally Olins On Brand* (2003); with Michael Wolff, he co-founded Wolff Olins in the 1960s.



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