

# FREE WALLY OLINS: BRAND NEW: THE SHAPE OF BRANDS TO COME PDF



Wally Olins | 200 pages | 04 Jul 2014 | Thames & Hudson Ltd | 9780500291399 | English | London, United Kingdom

## **Wally Olins | Biography, Designs and Facts**

He acted as advisor both to McKinsey and Bain. He pioneered the concept of the nation as a brand and has worked on branding projects for a number of cities and countries, including London, Mauritius, Northern Ireland, Poland, Portugal, and Lithuania.

Olins was educated at Highgate School in North London. Peter's College, Oxford he went into advertising in London.

His first big job was as head of the agency that became Ogilvy and Mather in Mumbai, where he lived for five years. He returned to London and in co-founded Wally Olins with Michael Wolff where he served as a chairman. He was a visiting professor at many Business Schools around the world. Wally Olins: Brand New: The Shape of Brands to Come spoke on branding and communications issues globally. Olins died at the age of 83 on 14 April. Wally Olins: Brand New: The Shape of Brands to Come was appointed a CBE in Olins was an Honorary Fellow of St.

Olins was a successful author. From Wikipedia, the free encyclopedia. Wally Olins CBE. Renate Steinart. Dornie Watts. The Independent. Retrieved 1 February The Guardian.

Retrieved 15 April Retrieved 2 February Namespaces Article Talk. Views Read View source View history. Help Learn to edit Community portal Recent changes Upload file. Download as PDF Printable version. Wallace Olins 19 December London, England. St Peter's College, Oxford.

## Wally Olins - Wikipedia

JavaScript seems to be disabled in your browser. For the best experience on our site, be sure to turn on Javascript in your browser. Also available as an eBook from iTunesAmazon. What is the future for brands and branding? Does globalization mean that variety and individuality will be crushed out of existence by massive multinationals? Or will there still be room for brands and places that trade on being different?

With the rapid rise of new markets in India, China, Brazil and elsewhere, will new global brands emerge based around local strengths and heritage? If so, what will this mean for the traditional dominance of brands based on Western cultural norms? With his customary flair and no-nonsense prose, Wally Olins analyses the problems facing today's organizations, criticizes corporate misbehaviour where he finds it, praises those companies who seem to be building and sustaining brands successfully in our brave new world, Wally Olins: Brand New: The Shape of Brands to Come predicts the future of branding.

Incisive, invigorating and visionary, this analysis of our fast-evolving global marketplace comes from the guru described by the Financial Times as 'the world's leading practitioner of branding and identity.'

His Wally Olins: Brand New: The Shape of Brands to Come is that of a humanist, not a corporate functionary, which makes it persuasive' The Economist. Wally Olins shows us that while good brands keep up, great brands listen, evolve and excel' Damien Whitmore, Victoria and Albert Museum. Format: Flexibound PLC with jacket. Size: Extent: pp. Illustrations: Publication date: 7 April ISBN: Wally Olins. Brand New. Add to Wish List. Previous Hegarty on Creativity. Next How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and every once in a while change the world.

His voice is that of a humanist, not a corporate functionary, which makes it persuasive' The Economist 'Brilliant and brand new thinking from the original master of branding.

Wally Olins shows us that while good brands keep up, great brands listen, evolve and excel' Damien Whitmore, Victoria and Albert Museum 'Wally Olins always asks the right questions and often gives the best and most thoughtful answers. Related Topics. Advertising Business Marketing.

Further Details. He pioneered the concept of the nation as a brand and has worked on branding projects for a number of cities and countries, including London, Mauritius, Northern Ireland, Poland, Portugal, and Lithuania. You May Also Like.

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Will everywhere and everything become similar, like the world of airports today? Or will there still be room for brands that thrive on being different? What about the impact of digital technology and increasing custo What is the future for brands and branding?

What about the impact of digital technology and increasing customer feedback Wally Olins: Brand New: The Shape of Brands to Come the internet and social media? What, in fact, do customers want? Today's businesses, in addition to thinking about price and authenticity, have to deal with corporate social responsibility.

How does this affect Wally Olins: Brand New: The Shape of Brands to Come products and services we consume? How does it influence the way Wally Olins: Brand New: The Shape of Brands to Come feel about organizations? Are corporations here to maximize profits and grow, or to help society, or both?

With the rapid rise of new markets in India, China, Brazil, and elsewhere, will new global brands emerge based around local cultural strengths and heritage? If so, what will this mean for the traditional dominance of brands based on Western cultural norms? Wally Olins's fascinating book looks at every aspect of the world of branding. No one interested in marketing, business, or contemporary culture will want to be without this book.

Get A Copy. Paperbackpages. Published April 22nd by Thames Hudson first published April 7th More Details Other Editions Friend Reviews. To see what your friends thought of this book, please sign up. To ask other readers questions about Brand Newplease sign up. Lists with This Book. This book is not yet featured on Listopia. Community Reviews. Showing Average rating 3. Rating details. More filters. Sort order. Aug 08,

Richard Newton rated it really liked it Shelves: business-and-organization.

This reads like a book of opinions written at the end of a long career with a overall sense of setting out someone's last words. Well I don't really know if this will be Olins last words, but it truly is a set of opinions after a long career. Mostly, this works very well. At its best Wally Olins: Brand New: The Shape of Brands to Come book is excellent - well written in a simple clear style that is easy to follow and easy to let wash over you, not something you can say about many business books.

At its best the content is enlightening, intriguing This reads like a book of opinions written at the end of a long career with a overall sense of setting out someone's last words.

At its best the content is enlightening, intriguing and educational. It is not always at its best. None of it is bad, but there is a slight sense towards the end of a slightly random assortment of chapters, included simply because they cover topics related to branding and Olins has something to say about them.

This is forgivable, if only because he writes so nicely, and even off-topic he has interesting opinions. But don't expect one big message or a comprehensive guide to branding. Olins never really sets out what a brand is, but it is obvious he takes a broad view of branding. The first four chapters of the book are excellent - and could be of interest to anyone with an interest in business, let alone branding.

These could almost be read as a primer to modern business. The next two are good, but more normal branding materials - answering questions like will big brands take over everywhere, and what is the impact of globalisation on branding.

Anyone with a particularly western view of business could gain a broader perspective from reading chapter 6. The last two chapters extend branding to the concept of branding nations and places.

I don't think this works so well. It's not that Olins does not make valid points, but it reads like someone arguing about something they have never quite managed to achieve yet they still want to argue about it. I think these chapters would be better in a separate book. Whereas in the first six chapters Olins comes across as Wally Olins: Brand New: The Shape of Brands to Come and balanced, these Wally Olins: Brand New: The Shape of Brands to Come two chapters are intelligent but naive.

They seem to miss the whole point that a large democracy has complex politics and varying opinions which will probably always get in the way of successfully branding a country in a consistent way. The examples he gives of successful national branding - Turkey under Ataturk and Singapore under Lee Kwan Yew were hardly exemplars of liberal democracy.

It's just a bit odd to end the book on these topics - even though I stress again his writing is good and he makes many interesting points. At the very end of the book is a short summary of his career. Again interesting and amusing, but this re-emphasises this book is as much opinions at the end of a career than a guide to branding. Read this if you like big long-term thinking about business.

Also read this if you want to see how well a business book can be written. Don't bother if you are looking for your classic "how to" branding guide or introduction to branding. Excellent insights as always from a leader in the field.

Senza volerlo il suo "being authentic" finale ricade nella narrazione retorica che aveva criticato nel primo capitolo. Nov 02, Mick Sylvestre rated it it was amazing. Enlightening and makes you wonder how modern day has somewhat missed the mark on advertising by flooding the senses and missing the message. That a brand is not a logo, a logo is just an asterisk, it's what the company, business and or service that is the true brand.

Jan 18, Theodore Kinni rated it liked it. An interesting view of the future of brands in which global brands keeping getting bigger and more competitive, yet there is more and more opportunity for small local brands--i. Feb 13, Juampa rated it it was amazing. Julia rated it really liked it Mar 25, Anna rated it did not like it Feb 15, Andi Miron rated Wally Olins: Brand New: The Shape of Brands to Come really liked it Mar 30, Marc-Andre Rioux rated it it was amazing Jul 09, Nofreusernames Nofreusernames rated it liked it Mar 06, John Faye rated it really liked it Aug 20, Neil Gaught rated it it was amazing Feb 18, Bernadett Koroknai rated it really liked it Sep 10, Miguel Fragoso rated it really liked it Aug 31, Riccardo rated it really liked it Mar 09, Hamid rated it liked it Apr 17, Vlad rated it really liked it Apr 26, Martin Andrie rated it really liked it Feb 06, Joel Macdonald rated it really liked it Sep 30, Oliver Shilling rated it really liked it Jan 04, Louis Cottle rated it liked it Nov 15, Jamie Black rated it it was amazing Jan 13, Ron Gabriel W.

Gabunada rated it it was amazing Feb 28,

