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Branding guru Wally Olins dies aged 83. Wally Olins, the man credited with his latest book Brand New: The Shape of Brands to Come published just last week.

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View Wally Olins's business 'Brand New: The Shape of Brands to Come ' sharing his views on branding with ten aspiring British luxury brands. Wally discussed

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Wallace "Wally" Olins, CBE was a British practitioner of corporate identity and branding who was Chairman of Saffron Brand Consultants. Olins advised many of the

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