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Ştefan Liuşe translates Wally Olins' New Guide to Identity

Iasi, 20 April 2004-The Comunicare.ro publishing house launches Wally Olins' The New Guide to Identity - Wolff Olins. How to create and sustain change through managing identity, translated into Romanian by Ştefan Liuşe, Strategy Director Grapefruit Design. Hanny Bratu, marketing communications director Connex and Răzvan Exarhu, publicist and manager, Ex Aequo PR also support the launch of Mr. Olins' first translation into Romanian, an event hosted by the Cărtureşti bookstore in Bucharest and scheduled for April 23rd, at 5 p.m.

Founder of Wolff-Olins and creator of top identities such as those of Orange, Volkswagen or British Telecom, Wally Olins is a legendary figure of British marketing communications and design. A Commander of British Empire since 1999, he is a lecturer at many European management schools, including the prestigious Saïd Business School at Oxford University. Wally Olins spoke in Bucharest in late 2003 and he is now hitting Romania's shelves with a seminal work on corporate identity.

Grapefruit Design (www.grapefruitdesign.com) is a brand identity and interactive media consultancy based in Iasi, Romania. Its client list includes companies like Eli Lilly, Connex (Mobifon SA) and the International Corporate and Brand Identity Centre.