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Nicholas is the author of eleven books including *The Corporate Image* (1990/1992) – selected as a business book of the year; *Terence Conran – The Authorised Biography* (1995); *The Corporate Brand* (1997); *Inspiration* (2004), *Living the Brand* (2001/2004/2007), *Branding Governance* (2007), *Meaning at Work* (2011) and *Brand Together* (2012). He is also the editor of *Beyond Branding* (2003).

He has worked on projects for Adidas, Mexx, British Council, Foreign and Commonwealth Office, Unilever, Inland Revenue, The Economist Group, Wallenius Wilhelmsen, StepStone, Telenor, The Swedish National Theatre, VSO and UNICEF.

Nicholas has a BA degree in English Literature and History, an MBA and a PhD from the European Graduate School. He is a former Director of the Design Business Association, a member of the advisory board of Corporate Reputation Review, the editorial board of the *Journal of Brand Management* and an Industrial Fellow at Kingston University.

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