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Brand Rewired: Connecting Branding, Creativity, and Intellectual Property Strategy Anne H. Chasser , Jennifer C. Wolfe ISBN: 978-0-470-57542-0 July 2010 240 Pages

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Preface This book is written for marketing, branding, and innovation leaders interested in improving the long-term return on investment of their branding and innovation plans. Whether you work in a ... - Selection from Brand Rewired: Connecting Intellectual Property, Branding, and Creativity Strategy [Book]

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IPM555 Assessing IP in Branding & Franchising

Brand Rewired Connecting Branding Creativity Brand Rewired is a must read across any branded organization and any law firm which represents them. It's a well written and engaging book which provides a roadmap and tools for aligning the organization to maximize the value of the company's IP and illustrates the perils of not doing so. I

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