



Brand Rewired: Connecting Branding, Creativity, and Intellectual Property Strategy

Anne H. Chasser, Jennifer C. Wolfe

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Discover how the world's leading companies have added value to their company by rewiring the brand creation process

Brand Rewired showcases the world's leading companies in branding and how they have added value to their company by rewiring the brand creation process to intersect strategic thinking about intellectual property without stifling creativity.

- Features interviews with executives from leading worldwide companies including: Kodak, Yahoo, Kraft, J.Walter Thompson, Kimberly Clark, Scripps Networks Interactive, the Kroger Company, GE, Procter & Gamble, LPK, Northlich and more
- Highlights how to maximize return on investment in creating a powerful brand and intellectual property portfolio that can be leveraged economically for many years to come
- Reveals how to reduce costs in the brand creation and legal process
- Illustrates how a brand strategy intersecting with an equally powerful intellectual property strategy produces a greater economic return and more rewards for the brand project leaders

Innovative in its approach, *Brand Rewired* shows you how leading companies are abandoning the old school research-and-development-driven innovation philosophy and evolving to a *Brand Rewired* approach of innovating at the consumer level, using multi-disciplinary teams to build a powerful brand and intellectual asset to maximize return on investment.

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