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Brand Rewired: Connecting Branding, Creativity, and Intellectual Property Strategy by Chasser, Anne H., Wolfe, Jennifer C. (July 6, 2010) Hardcover on Amazon.com. *FREE* shipping on qualifying offers.

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Brand Rewired eBook by Anne H. Chasser - 9780470648841 ...

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Brand Rewired: Connecting Branding, Creativity, and ...

It's essential to consider IP strategically at the outset so you can create IP that is powerful, enduring, and more impactful and valuable. In their book " Brand Rewired: Connecting Branding, Creativity, and Intellectual Property Strategy " the authors Anne Chasser, and Jennifer Wolfe address the gap between IP and branding.

How to Add Value To Your Business Using the Right Brand ...

Brand Rewired outlines the collaborative process that today's brand strategists must follow in conjunction with the company's legal teams and other functional areas to ensure that those intellectual assets are protected and brand value is maximized.

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Domain Names Rewired: Strategies for Brand Protection in the Next Generation of the Internet. Digital in the Boardroom. Brand Rewired: Connecting Branding, Creativity, and Intellectual Property Strategy. Blockchain in the Boardroom: A Practical Guide for Directors & C-Suite Executives (In the Boardroom Series Book 2) ...

Jen Wolfe

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The new branding is used across every touchpoint, from presentations to print publications to campus installations and digital platforms. "NI's new, modernised brand persona crafts an image of NI as connectors of people, ideas and technology with a clear expert perspective- someone who sees opportunities throughout the process," says Gretel.

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