

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

Anne H. Chasser, Jennifer C. Wolfe
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#1552599 in Books 2010-07-06Original language:EnglishPDF # 1 9.30 x .82 x 6.30l, .92 #File Name: 0470575425224 pages | File size: 75.Mb

Anne H. Chasser, Jennifer C. Wolfe : Brand Rewired: Connecting Branding, Creativity, and Intellectual Property Strategy before purchasing it in order to gage whether or not it would be worth my time, and all praised Brand Rewired: Connecting Branding, Creativity, and Intellectual Property Strategy:

0 of 0 people found the following review helpful. A Must ReadBy Alan KravetzBrand 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 look forward to reading the authors' next works.² of 2 people found the following review helpful. Must read for brand managers

By Mario Sanchez Carrion

Aside from having possibly one of the best marketing book covers I've seen, *Brand Rewired* does a great job at explaining how in today's business world, where brands are more valuable than the products themselves, almost all aspects of the brand experience represent intellectual assets that can be protected. *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. This book is extremely relevant to brand managers in small and large companies alike, and to entrepreneurs that want to build a powerful brand.

1 of 1 people found the following review helpful. Tips from the insiders

By Kindle Customer

This is a great book for marketing professionals, intellectual property professionals AND the people they report to within the corporation. For decades there has been a yawning gap between the individuals who create and foster brands within companies and the people who protect them. Makes no sense - right? But that's the way it has been. This excellent book by two insiders of the marketing and legal game will show you how to bridge that gap from the very outset of the creative process. It's simple, straightforward and filled with insights from people on the front lines of brand creation in many major corporations. Why not get it right from the beginning? Highly recommended.

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.

From the Inside Flap "How do Procter Gamble and Google and companies like them build a billion-dollar brand? They design strong intellectual property strategy into their innovation and branding processes through the power of collaboration and interdisciplinary teams. Whether a company is maintaining a brand that has endured for more than 100 years, such as Tide, or creating a new brand that will capture the attention of the world, such as Google, a rewired branding process can provide key competitive advantages." From Chapter 1 of *Brand Rewired*

Consider this: it's generally accepted that to achieve an increase in margin, market share, revenue, and market value, a company must innovate and create for consumer needs and wants. But renowned IP strategists Anne Chasser and Jennifer Wolfe argue in *Brand Rewired* that in the future i.e., now companies must add another layer of thinking to the creative process: an interdisciplinary approach that considers long-lasting intellectual property from the start of the creative process. If the brand process is approached this way, you will get the job done faster, utilize fewer resources, reduce costs, and increase the likelihood of success. Intelligent and timely, this book takes a look at:

The driving trends in intellectual asset valuation and why they should matter to you

Insider secrets for a strong intellectual property branding portfolio

Why intellectual property product name, logo, slogan, product design and packaging, and copy must be integrated into the creative process

What your company must do to avoid potential lawsuits and increased costs

How a multidisciplinary *Brand Rewired* approach can reduce your costs and increase your return on investment

Featuring surprisingly revealing interviews with executives from leading worldwide companies including Procter Gamble, Kodak, Yahoo!, Kraft Foods, Kimberly-Clark, Harley-Davidson, General Mills, LPK, JWT, Scripps Networks Interactive, Northlich, and more, this book is not just another IP strategy guide. This is the strategic direction every brand manager, marketing professional, intellectual property lawyer, valuation professional, intellectual asset manager, intrapreneur, or entrepreneur needs to gain a step on the competition. Want to see our economy make a sustainable recovery from its current financial crisis? Want your business to survive in this century? Get *Brand Rewired*.

From the Back Cover

Praise for **BRAND REWIRED**

"Brand Rewired celebrates collaboration and the power of brands. It's a must-read for all brand managers and business leaders." Diane Nelson, President, DC Entertainment, Warner Bros. Entertainment

"Brand Rewired is a must-read for everyone who wants to create sustainable brand value. Anne and Jennifer provide an insightful view on how a stronger brand can be built and more long-term value can be created by designing in a holistic intellectual property strategy from the start." Chris Thoen, Managing Director, Global Open Innovation Office, Procter Gamble

"This book spells out for all brand owners the

clear economic advantages to placing intellectual property at the heart of the branding process." Frederick Mostert, Group Chief Counsel, Richemont "One company, many departments, hundreds or thousands of brands. How does management coordinate brand development and protection to maximize the company's assets and the customer's experience in a rapidly changing global economy? Brand Rewired is filled with creative ideas and commonsense recommendations to help the stewards of famous and one-day famous brands answer that question. Buy it and prosper." Alan C. Drewsen, Executive Director, International Trademark Association (INTA) "Brand Rewired takes an age-old problem and shows how leading companies are creating greater value by driving collaboration with all brand stakeholders at the front end of the innovation cycle, where strong intellectual property protection means greater return on investment for brand owners." Kathryn Barrett Park, Senior Counsel, Advertising Brand Management, General Electric Company "Brand Rewired offers a fresh new look at driving value and innovation through a creative collaboration. It's a wonderful complement to building enterprise success." Lesley Craig, coauthor of *Intellectual Capital in Enterprise Success: Strategy Revisited* About the Author ANNE H. CHASSER was named one of the fifty most influential people in the intellectual property world by *Managing Intellectual Property* magazine and served as commissioner of trademarks for the United States Patent Trademark Office and president of the International Trademark Association. As Associate Vice President for Intellectual Property at the University of Cincinnati and Director of Trademarks and Licensing at The Ohio State University, she has achieved top-level executive experience in both government and higher education administration. Chasser is widely recognized as a visionary thought leader in intellectual property. JENNIFER C. WOLFE, ESQ., APR, is the founder of Wolfe LPA, one of the fastest growing woman-owned intellectual property and corporate counsel law firms. Clients have included Kraft Foods, Scripps Networks Interactive, The Kroger Co., Luxottica Retail, and many emerging media and technology companies. One of the only attorneys also nationally accredited in public relations, Wolfe is widely known for her unique and outside-the-box thinking. She is certified as a Six Sigma Black Belt and has been a regular contributor to national legal and technology publications.