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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.'"--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.

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IPM555 Assessing IP in Branding & Franchising

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Co-authored, Brand Rewired: Connecting Intellectual Property, Branding, and Creativity Strategy, and Domain Rewired published by Jon Wiley & Sons in July, 2010 and November 2012. Provides expert...

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Jennifer C. Wolfe is the author of Somewhere Over The Pachyderm Rainbow (3.50 avg rating, 2 ratings, 2 reviews, published 2011), Domain Names Rewired (3,...

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