

Welcome

It is a pleasure to welcome you to the fifth edition of *Brands in the Boardroom: Key branding issues for senior executives*, a special supplement of *Intellectual Asset Management (IAM)* magazine.

Published to coincide with the 130th annual meeting of the International Trademark Association being held in Berlin from 17th to 21st May, *Brands in the Boardroom 2008* seeks to identify some of the major issues in branding and provides a collection of succinct summaries for busy executives who want concise answers to their branding questions at their fingertips.

This publication and its contributors recognise that brands and branding are big business. The world's most famous brands have values that can be measured in tens of billions of dollars – real sums that can be realised through securitisation and other methods of monetisation. You need only look at the interest generated today by techniques for calculating brand value to see that brands are now recognised as corporate assets to be audited and managed along similar lines as a company's more traditional, tangible revenue generators. Employers, investors and other stakeholders expect those running companies to understand the major principles that drive and sustain brand value: after all, we are talking about what can often be the single most important asset a corporation owns.

Without question, a brand's ability to communicate an instant message to target audiences is where much of its power and value lie. A strong brand instils trust in consumers, making them feel confident that the choice they are making offers them high levels of consistency and quality. And a strong brand needs to have an identity and a personality that can be protected in all markets where its owners operate or may wish to do so in the future. *Brands in the Boardroom 2008* has been put together to provide brand owners with concise, relevant information on just how they can achieve this.

We have once again ensured the quality of *Brands in the Boardroom* by inviting only those recognised as experts in branding to write for us. As well as chapters from private practice experts taking a look at specific legal issues, *Brands in the Boardroom* also focuses on trademark management strategies from the corporate perspective. In this year's edition, we examine the controversy caused by the Google AdWords programme and profile the in-house trademark teams at Playboy and E&J Gallo.

We are grateful to all of our authors for their participation and hope you'll agree that, with their help, we have created a publication that will prove to be a source of constant value.

Sara-Jayne Adams,
Reporter, *IAM* magazine

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Brands in the Boardroom 2008 is a free supplement to *IAM* magazine. Contact Alan Mowat at amowat@iam-magazine.com to subscribe to *IAM* magazine.

ISSN 1741-1424

Printing and origination by
Pyramid Press, Nottingham, UK

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