



FusionBranding: How to Forge Your Brand for the Future

Nick Wreden

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FusionBranding: How to Forge Your Brand for the Future by brand futurist Nick Wreden represents a fresh look at branding imperatives, especially for companies selling to other businesses. Core principles of FusionBranding are illustrated with numerous case studies. Each chapter includes a FutureView, which looks at branding in 2005 and beyond, Takeaways, in-depth questions that can help apply FusionBranding principles, and Resources that features books and Web sites about FusionBranding principles.

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