VALUABLE I.P. & KNOWLEDGE ASSETS

BRAND RESOURCES, ADVERTISING & MARKETING
- Advertisements
- Articles & Clippings
- Brochures & Catalogs
- Press Releases
- Speeches & Presentations
- Web Content

BUILDING/VENUES
- Photographs
- Architectural Designs

PHILANTHROPY/SPONSORSHIP
- Event Files
- Memorabilia Assets

INT. COMM., EDUCATION & HUMAN RESOURCES
- Recruiting Program Files
- Curriculum & Training Files
- Org Charts & Directories
- Recognitions, Honors & Awards
- Employee & Industry News
- Company Histories

BUSINESS STRATEGY
- Vision/Value Statements
- Mission Statements
- Reports
- Business Plans

FINANCIAL
- Annual/Quarterly Reports
- Operating Budgets

DESIGN
- Artwork
- Designs
- Specifications
- Samples/Models
- Packaging/Uniforms

SOURCING/CREATATION

META-DATA TAGGING

SECURE REPOSITORY

COMPETITIVE EDGE

DISTRIBUTION

INITIAL VALUE PROPOSITIONS/SOFT ROI'S

ADDED VALUE PROPOSITIONS/ROI'S

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