

CURRICULUM VITAE

James T. Berger/Market Strategies, LLC

*IP Litigation Services & Surveys: Trademarks/Brands/Marketing;
Marketing Consultant; Corporate Researcher, Free-Lance Writer; University Instructor*

James T. Berger/Market Strategies, LLC

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EDUCATION

MBA University of Chicago, Graduate School of Business, concentrations in marketing and finance.

MS Northwestern University, Medill School of Journalism, concentration in news/editorial sequence.

BA University of Michigan, College of Literature, Science and the Arts, major in journalism.

PROFESSIONAL EXPERIENCE

MARKET STRATEGIES, Chicago. Evanston and Northbrook, IL (1983 to present) Principal of this marketing services/consulting firm, which specializes in:

- Intellectual Property Expert Witness services.
- Strategic marketing planning including creating written market plan documents.
- Implementing marketing programs.
- Integrated marketing communications services including advertising, public relations, sales promotion, direct mail.
- Helping clients develop and maintain business relationships.

As a "hands-on" consultant, I help clients develop strategies and programs as well as assist in the implementation. The firm concentrates on business-to-business marketing with specific focus on financial services, accounting and consulting services, commercial real estate, eldercare, office technology, manufacturing and distribution. Expert witness services include litigation support activities including surveys and testimony-related activities. Concurrent with the management of Market Strategies, I became involved with:

THE INVESTOR RELATIONS COMPANY, Northbrook, IL (June 1998 to July 1999)

As Senior Vice President, I was involved in the full array of Investor Relations activities including account management; working with the financial press including magazines, newsletter and wire services; direct contacts with analysts and brokers; and writing of financial news releases, quarterly and annual reports, profiles and fact sheets. THE

FINANCIAL RELATIONS BOARD, INC., Chicago, IL (April 1997 to June 1998) As an Account Manager for this large, national investor relations firm, I:

- Coordinated account service, market intelligence and media activities.
- Created investment profiles and fact sheets; developed and wrote annual reports, quarterly earnings releases and other news releases.

STERN WALTERS/EARLE LUDGIN, Inc., Chicago, IL (1980-83) Vice President -- Account Supervisor:

- Account manager for Associates Commercial Corporation account, a commercial finance company with advertising billings in excess of \$7 million.
- Account manager for Sears, Roebuck & Co. Contract Sales Group division. - Developed marketing strategies, planning and account management.

THE WITTELEDER COMPANY, Inc., Chicago, IL (1976-80) Vice President -- Account Supervisor:

- Created and implemented marketing strategies and programs.
- Clients involved in office products and services, data systems, micrographics, commercial real estate, automotive aftermarket and financial services.

BRAND ADVERTISING, Inc., Chicago, IL (1973-76) Vice President -- Director of Public Relations:

- Responsible for firm's public relations profit center.
- Programming, planning, client and media contact, writing and editing.
- Active in new business development.
- Clients involved in automotive aftermarket, industrial equipment, agriculture.

GOLIN/HARRIS COMMUNICATIONS, Inc., Chicago, IL (1971-73) Account Supervisor for this large public relations agency:

- Worked on McDonald's restaurants, agency's major account.
- Created national model awareness program for Chicagoland market.
- Managed McDonald's involvement in public affairs, ecology, energy conservation, labor relations and the inner city.
- Involved in financial relations and marketing-support activities.

EARLY EXPERIENCE

Began career as copy, wire and make-up editor for CHICAGO DAILY NEWS. Moved into corporate public relations as editor of an employee publication for ILLINOIS BELL TELEPHONE COMPANY in Chicago and Springfield, IL. As a publicity specialist for MORTON INTERNATIONAL INC., I became involved in the consumer, industrial, institutional, automotive and agricultural markets. My first experience in agency public relations was with THE PUBLIC RELATIONS BOARD, INC., (now known as PORTER NOVELLI), first as an account executive and later as an account supervisor.

PROFESSIONAL MEDIA EXPERIENCE

- Copy Editor for *Chicago Daily News*, Chicago, IL
- Editor and General Assignment Reporter for *The Patriot Ledger*, Quincy, MA
- Correspondent for *United Press International* in Ann Arbor, MI
- Part-time general assignment reporter for *Pioneer Press* newspapers, Wilmette and Highland Park, IL
- Free-lance columnist for *Homelife* section of *Chicago Sun Times*

BOOKS PUBLISHED

Trademark Surveys: A Litigator's Guide by James T. Berger and R. Mark Haliigan (of the FisherBroyles law firm), published by Oxford University Press, 2011. Second edition published in 2015, and third edition published in 2019. Second and Third editions published by LexisNexis Matthew Bender

Trademark Surveys in the Age of Daubert by James T. Berger, published by LexisNexis Matthew Bender in 2016.

ARTICLES PUBLISHED

Intellectual property litigation-related articles:

- “10 Frequently Asked Questions about Intellectual Property Litigation Surveys” published in the August 2003 issue of *Intellectual Property Today*.
- “Swimming in Shark-Infested Waters,” published in June 2004 issue of *Intellectual Property Today*.
- “Creativity Key to Executing Toughest IP Survey Projects,” published in July 2005 issue of *Intellectual Property Today*.
- “What IP Attorneys Should Know About Expectations and Costs For Survey Research,” published in April 2006 issue of *Intellectual Property Today*.
- “10 Easy Ways to Blow Away a Survey,” published in the January 2007 issue of *Intellectual Property Today*.
- “The Power and Perils of the Internet Surveys,” published in August 2007 issue of *Intellectual Property Today*.
- “How to do an IP Survey without Giving Away the Store,” published in April 2008 issue of *Intellectual Property Today*.
- “New Challenges to the IP Survey Process,” published in July 2009 issue of *Intellectual Property Today*.
- “Introducing the Internet/Telephone ‘Hybrid’ Survey,” published in the July, 2010 issue of *Intellectual Property Today*.
- “How to Apply Theory of Probability to Decision of Whether to Do an I.P. Survey,” published in the February, 2011 issue of *Intellectual Property Today*.

- “A New Survey Protocol for Proving/Disproving Design Patent Infringement” by James T. Berger and Tracy Zawaski, published in the April, 2011 issue of *Intellectual Property Today*.
- “The Descriptive/Suggestive Conundrum in Trademark Surveys,” published in the November, 2011 issue of *Intellectual Property Today*.
- “The Pre-Litigation Pilot Trademark Survey,” published in the March, 2012 issue of *Intellectual Property Today*,
- “Frequently Asked Questions About Trademark Surveys,” published in the December, 2012 issue of *Intellectual Property Today*,
- “Internet Surveys Come of Age,” published in the June, 2013 issue of *Intellectual Property Today*.
- “10 Common Myths About Trademark Surveys,” published in the September, 2013, issue of *Intellectual Property Today*.
- Will A Survey Help Win A Likelihood of Confusion Case?” published in the September, 2014, issue of *Intellectual Property Today*.
- Will a Survey Enhance the Chances of Winning Your Trademark Infringement Case, published in the Fall 2018 issue of NYSBA (New York State Bar Association) *Bright Ideas*.
- Ten Things to Avoid When Doing a Trademark Survey, published in the March 2, 2019, *IP Watchdog*.
- Costs, Expectations and Methodologies for Trademark Surveys, published in the March, 2019 issue of *Texas Bar Journal*.
- Why the Internet Has Become the Smart Way To Do a Trademark Survey, published in the Aug. 10., 2019, *IP Watchdog*.

Marketing communications-related articles published in:

- *Crain's Chicago Business*, a weekly business publication.
- *Services Marketing Today*, published by the American Marketing Association.
- *Talking To The Boss*, a weekly business publication.
- University of Chicago Graduate School of Business alumni magazine.
- *Your Business*, a quarterly magazine published for GE Capital by Baumer Financial Publishing, Chicago.
- *Independent Business*, a monthly magazine published by Group IV Communications, Thousand Oaks, CA.

Business-related articles in published in:

- *Active Times*
- *Business Life*
- *Office Dealer*
- *Office System*
- *Chicago Sun-Times*
- *Dow Jones Business Employment Weekly*
- *Texas Realtor*
- *Multifamily Executive*
- *Office and Industrial Properties*
- *Real Estate Profiles*
- *Kiwanis Magazine*
- *The Rotarian*
- *Executive Decision*
- *Home Business Journal*
- *Business Sense*
- *Real Estate Chicago*
- *American Fitness*
- *Area Development*
- *Real Estate Chicago*
- *Grid*
- *Plants, Sites & Parks*
- *Journal of Property Management*
- *Commercial Investment Real Estate*
- *Crain's Chicago Business*
- *Tax Credit Advisor*

TEACHING EXPERIENCE

ROOSEVELT UNIVERSITY

Walter E. Heller College of Business Administration

Received WEHCBA Outstanding Adjunct Award, 2010.

Nominated for ADJUNCT FACULTY PERSON OF THE YEAR AWARD in 2005/06.

- Marketing Research -- An undergraduate course that covers the basics of marketing research.
- Marketing in Theory and Practice -- A graduate-level course that covers basic principles of marketing and market research.
- Selling and Sales Management -- An undergraduate course focusing on consultative selling and the management of the sale force.
- Consumer Behavior -- An undergraduate course that explored the how's and why's of consumer purchasing.
- Introduction to Advertising -- An undergraduate course focusing on advertising, sales promotion and integrated marketing communications.
- Retail Marketing Management. An undergraduate course focusing on retail marketing theories and practices.
- International Marketing Analysis -- Taught at both the graduate and undergraduate levels, this course that probes how foreign companies market in the United States and how domestic companies market abroad.

DE PAUL UNIVERSITY

College of Commerce -- Graduate Level

- Marketing Research -- An overview of marketing research and its role in decision-making with the organization.
- Marketing Strategy -- A case-oriented course focusing on decision-making.
- Industrial Marketing -- A course utilizing cases and text that concentrates on industrial and business-to-business marketing. **College of Commerce -- Undergraduate Level**

- Principles of Marketing -- A basic, survey course that introduces all the College of Commerce students to marketing.
- Marketing Management -- A second-tier course that uses cases to illustrate basic marketing principles.
- Introduction to Advertising -- A course for marketing majors that introduces students to basic advertising.
- Industrial Marketing -- A course for marketing majors focusing on industrial and business-to-business marketing.
- Personal Selling -- A course for marketing majors that concentrates on consultative selling.

LOYOLA UNIVERSITY

Graduate School of Business

- International Marketing — This course focuses on how foreign companies market in the United States and how domestic companies market abroad.

NORTHWESTERN UNIVERSITY

Kellogg Graduate School of Management

- Business Marketing -- A graduate level course focusing on industrial and business-to-business marketing principles and cases.

School of Continuing Studies

- Principles of Marketing -- An introductory survey course that covers basic principles including market research.
- Strategic Marketing: Cases in Decision-Making -- A more advanced, case-method course.
- Business-to-Business Marketing -- A course that explores the differences between consumer marketing and business marketing.
- Introduction to Public Relations -- An introductory course that focuses on the various facets of public relations and publicity.
- Integrated Marketing Communications -- A course that I created that focuses on the synergies of coordinating all the promotional blend elements.

UNIVERSITY OF ILLINOIS AT CHICAGO

College of Business Administration

- Advertising and Sales Promotion -- An undergraduate course that introduces students to the basic principles of advertising.
- New Product Management -- An undergraduate course focusing on the new product development and marketing process.

LAKE FOREST GRADUATE SCHOOL OF MANAGEMENT

- Marketing Management -- An executive graduate-level course that uses cases and a major team project to introduce students to the principles of marketing and marketing management.

CONTINUING LEGAL EDUCATION SEMINAR

- Presented “Intellectual Property Litigation Surveys ... Best Practices” before the Chicago, Milwaukee, St. Louis, Texas and Indiana Bar Associations. The program has been approved for continuing legal education credits.

MINNESOTA STATE BAR ASSOCIATION

Continuing Legal Education

- Faculty member for “The Effective Use of Survey Experts and Evidence in Trademark Cases.” Minneapolis State Bar Association, Minneapolis, MN, March 7, 2002.

MEMBER – INTERNATIONAL TRADEMARK ASSOCIATION

LITIGATION EXPERIENCE

*I have testified in court in the following cases: (side who retained me in **BOLD**)*

Euromarket Designs, Inc., dba Crate & Barrel Limited v. Miriam Peters and Point Blank Multimedia, testified in U.S. District Court, Chicago, August 3, 2000.

Heartland Corporation v. Don Siphers et al., testified at U.S. District Court, Topeka, KS, on June 25, 2002.

St. Luke’s Eye Center v. **James Sanderson et al**, testified at trial at U.S. District Court in Tampa, FL, on June 7, 2007

Scaffiddi Motors v. **General Motors Corporation**, testified before State of Wisconsin Division of Hearings and Appeals, Madison, WI, on April 4, 2008.

University of Kansas et al v. **Larry Sinks et al**, testified at trial at U.S. District Court in Topeka, KS, on July 8, 2008.

Just Enterprises, Inc. v. **(888) Justice, Inc.**, testified in U.S. District Court in Chicago, IL on June 17, 2008.

Vande Hey Brantmeier, Chevrolet, Buick, Pontiac, Inc. v. **General Motors Corporation**, testified before State of Wisconsin Division of Hearings and Appeals, Jan. 23, 2009.

Mini Melts, Inc. v. **Reckitt Benckiser, Inc.** (jury trial) testified in U.S. District Court in Sherman, TX, on June 24, 2009.

Mini Melts, Inc. v. **Reckitt Benckiser, Inc.** (bench trial) testified in U.S. District Court in Sherman, TX, on June 25, 2009.

Fair Isaac Corporation et al v. Experian, et al, testified in U.S. District Court in Minneapolis, MN, on November 6, 2009.

John A. Dore et al v. Sweports, Ltd., et al, (A brand valuation case),. testified in Cook County Circuit Court on October 24, 2011.

Audemars Piguet Holdings, S.A. et al v, **Swiss Watch International, Inc.** et al. testified in U.S. District Court in New York, NY, on June 26, 2013.

Dwyer Instruments, Inc. v. Sensocon, Inc., et al testified via video hook-up to trial in U.S. District Court in Ft. Wayne, IN, on June 16, 2014.

Mike Vaughn Custom Sports v. Chrystem “Chris” Piku et al, testified in U.S. District Court in Detroit, MI, on September 4, 2014.

Richard Golden and Beak and Bumper LLC v. Jang H. Lin d/b/a/ Dental USA, Inc. testified by phone in an arbitration in New Jersey on Nov. 4, 2014.

National Financial Partners, Corp. v. **Paycom Software, Inc.** testified at a Preliminary Injunction hearing in Federal Court in Chicago on May 15, 2015.

Black & Decker Corporation et al v. Positec USA et al, U.S. District Court in Chicago, September 29-30, 2015.

Lifetime Products, Inc., Claimant v. **Maxchief Investments, Ltd. et al.**, Respondents American Arbitration Association, at AAA offices, San Francisco, May 22-23, 2017.

Illinois Tool Works, Inc. v. Rust-Oleum Corporation, a Hearing in Federal Court in Houston, TX, May 3, 2018.

I have been deposed in the following cases: (side who retained me in BOLD)

Allan J. DeMars, as Trustee for Weisser Eyecare, Inc., v. **NBD Highland Park**, October 12, 1996.

Black & Decker (U.S.) Inc., et al v. Pro-Tech Power Inc., et al, February 5, 1998 And March 5, 1998.

Atlas Electric Devices Co. v. Q-Panel Lab Products Corporation, April 26, 2001.

Motor Werks Partners, L.P. v. BMW of North America, June 11, 2001.

Sparks & Crain v. **AT&T and Lucent Technologies**, February 18, 2002.

Native American Arts v. Earth Dweller, Ltd., and The Waldron Corporation, April 5, 2002.

Master Tech Products, Inc., v. Prism Enterprises, Inc., September 11, 2002. (A trade secrets case.)

Mansfield Plumbing Products L.L.C. v. Mariner Partners, Inc., et al., March 4, 2003.

Horizon Health Services, Inc. v. **Allied National, Inc. et al**, October 25, 2004.

S&M Nutec, L L.C. v. **T.F.H. Publications, Inc.**, January 16, 2005.

Century 21 Real Estate v. **Century Surety Co.**, March 1, 2005.

Midwest Canvas Corp. v. **Nationwide Tarps, Inc.**, March 17, 2005.

Seed Lighting Design Co. LTD v. **Home Depot, et al.** July 14, 2005.

Dioptics Medical Products, Inc. v. PR Trading Company D/B/A/ Polar Ray Sunglasses Corporation, August 13, 2005.

True & Dorin Medical Group v. Leavitt Medical Associates, et al, September 10, 2005

Edina Realty v. **TheMLSonline.com, Inc.**, Oct.. 7, 2005.

Kevin Trudeau et al v. **George Lanoue et al**, November 21, 2005

Dioptics v. PR Trading Company, Feb. 17, 2006.

Wenger Corporation v. **The Stadium Chair Company, LLC**, June 22, 2006

Cobra Capital v. LaSalle Bank Corporation et al, July 26, 2006

Illinois Tool Works v. **Chester Brothers Machined Products, Inc. d/b/a Pneu-Fast**, Aug. 15, 2006

Note Family, Inc. v. Vivendi Universal Games, Inc., October 4, 2006

St. Luke's Eye Center v. **James Sanderson et al**, March 15, 2007

University of Kansas et al v. **Larry Sinks et al**, May 29, 2007.

St. Luke's Eye Center v. **James Sanderson et al**, testified at trial at U.S. District Court in Tampa, FL, on June 7, 2007

Just Enterprises, Inc. v. **(888) Justice, Inc.** on January 11, 2008.

Schneider Saddlery Co., Inc. v. **Best Shot Products International LLC** on February 6, 2008.

Scaffiddi Motors v. **General Motors Corporation** on March 3, 2008. (Testimony related to Buyer Behavior.)

Larin Corporation v. **Alltrade, Inc.** on March 26, 2008

Mini Melts, Inc. v. **Adams Respiratory Operations, Inc. d/b/a Adams Respiratory Therapeutics** on March 13, 2008.

Dallas Cowboys Football Club and NFL Properties, LLC v. **America's Team Properties, Inc.** on April 30, 2008

Mini Melts, Inc. v. **Adams Respiratory Operations, Inc. d/b/a Adams Respiratory Therapeutics** on November 13, 2008.

Fair Isaac Corporation et al v. Equifax Inc. et al on December 17, 2008.

Vande Hey Brantmeier, Chevrolet, Buick, Pontiac, Inc. v. **General Motors Corporation**, on January 12, 2009.

WMH Tool Group, Inc. v Woodstock International, Inc., and Grizzly Industrial, Inc, on June 30, 2009.

Atlanta Allergy & Asthma Clinic, P.A. v. **Allergy & Asthma of Atlanta, LLC et al**, on July 6, 2009.

North Shore Gastroenterology v. North Ohio Gastroenterology on October 15, 2009.

Metso Minerals Industries, Inc. v. FLSmith-Exc el et al, March 26, 2010. (A trade secrets case)

Evert Fresh Corp v. Pactiv Corporation, September 10, 2010. (A brand valuation case).

Mark Rice d/b/a Games to Remember v. Brand Imports, L.L.C. et al, September 21, 2010.

Innovation Ventures, LLC v. **N2G Distributing, Inc. et al**, September 24, 2010.

John A. Dore et al v. Sweports, Ltd., et al, January 31, 2011. (A brand valuation case).

Lovely Skin, Inc. v. Ishtar Skin Care Products, LLC, October 27, 2011.

Native American Arts, Inc. v. Bud K Worldwide, Inc. Deposition, December 14, 2011.

Native American Arts, Inc. v. Peter Stone Co., U.S.A., February 3, 2012.

Native American Arts, Inc. v. Mangalick Enterprises, Inc . d/b/a/ IAC International, Feb 3, 2012.

Native American Arts, Inc. v. Atlanta Cutlery Corporation, Inc., March 1, 2012.

Morningware, Inc. v. Hearthware Home Products, Inc. May 2, 2012.

Treanna Winery, LLC, petitioners v. **Niner Wine Estates, registrant/responder**, June 7, 2012.

Back in Five, LLC v. Infinite International, Inc., June 29, 2012.

Lively Skin, Inc. v. Ishtar Skin Care Products, LLC, July 19, 2012.

Aegis Sciences Corporation v. Aegis Food Testing Laboratories, Inc. et al, June 7, 2013.

Audemars Piguet Holdings S.A. et al v. **Swiss Watch International, Inc.** et al, June 12, 2013

ThermoLife International, Inc. v. Gaspari Nutrition, Inc., August 7, 2013.

David Elliott, an individual, and Chris Gillespie, an individual v. Google, Inc., a Delaware Corporatoin et al on September 6, 2013.

NetAirus Technology, LLC v. Apple, Inc. on September 11, 2013

Motorola Mobility, Inc. and Motorola Trademark Holdings, LLC (opposers) v. Nextel Communications, Inc. (applicant), October 3, 2013.

Robocast, Inc. v. Apple, Inc. on Oct. 10, 2013.

Native American Arts, Inc v. Peter Stone Company on December 27, 2003.

The Black & Decker Corporation et al v. Positec USA, Inc. on February 14, 2014.

Minitube of America Inc. v. Reproductive Provisions LLC et al, April 18, 2014.

Dish Network, Inc. v. **Fun Dish, Inc.**, Part 1, June 23, 2014.

Richard Golden and Beak and Bumper LLC v. Jang H. Lin d/b/a/ Dental USA, Inc. , June 29, 2014.

Amini Innovation Corporation v. McFerran Home Furnishing, Inc. et al, August 8, 2014.

Weber-Stephen Products LLC v. Sears Holding Company et al, January 9, 2015.

Dish Network, Inc. v. **Fun Dish, Inc.**, Part 2, February 25, 2015.

American Energy Corporation v. American Energy Partners, L.P. et al, March 9, 2015.

Daniel Poneman v. Nike, Inc. et al, April 7, 2015.

National Financial Partners, Corp. v. **Paycom Software, Inc.**, April 23, 2015.

Daniel Defense, Inc. v. **Remington Arms Company, LLC et al**, July 28, 2015

Lights Out Holdings, LLC v. Nike, Inc., December 15, 2015

Caterpillar Inc., opposer, v. **Tigercat International Inc., applicant**, March 3, 2016

H.J. Heinz Company v. Boulder Brands USA, Inc. , Sept. 28, 2016

Lifeguard Licensing Corp. et al v. **Jerry Kozak et al**, Oct. 6, 2016

Hard Candy. LLC v. Anastasia Beverly Hills, Inc., Feb. 6, 2017

Lifetime Products, Inc., Claimant v. **Maxchief Investments, Ltd. et al.**, Respondents American Arbitration Association, Feb. 14, 2017.

Monster Energy Company v. **Integrated Supply Network, LLC**, March 23, 2018.

ServePro Industries Incorporated et al v. **Zerorex of Phoenix, LLC et al**, April 10, 2018.

Saxon Glass Technologies, Inc. v. Apple, Inc. July 24, 2018.

Video Gaming Technologies (VGT) v. **Castle Hill Gaming (CHG)** et al, Sept. 26, 2018.

Vineyard Vines, LLC v. Dazzle Up, LLC, d/b/a/ Simple Southern Tees, Oct. 5, 2018.

Vital Pharmaceuticals, Inv. V. Monster Energy Company et al, June 21, 2019

Waiter.com v. **WAITR** December 20, 2019

BILLING RATE (FOR EXPERT WITNESS SERVICES)

\$500 per hour (\$550 for time spend in testimony)

SUPPLEMENT A

A Compilation of Published Articles Written by James T. Berger

DATE	PUBLICATION	ARTICLE TITLE
1998		
Fall	Active Times National Bus Employment Weekly	Wanted More Mature Adults Who Need Minimal Training
Sept-Oct		The Degree Dilemma
November	Chgo Sun Times Business Life	Buying Into Barter
December	Crain's Chicago Business	A Crucial Goal: Increasing Schools' Visibility
Jan-Dec	Writer's Digest	
1999		
January	Business Life	Business is Booming in Executive Temp Industry Gary Canepa / Patty Ancona / Patraick Fortin / Richard Blevins / Nancy Mroz
April	Real Estate Profiles Business Life Wall Street Journal	Medical Industry Goes Under the Knife Will Earning An MBA Pay off Later in Life?
Spring	Business Sense	Networking 101
June	Business Life	Building Solid Financial Foundations
June	Your Business	Blueprint for Success
June	Small Business Adviser	Building Earnings by Barbara B. Buchholz
June	Chgo Sun Times Business Life	Tips Could Help You Sell Your Home by Yourself
July - Aug	American Fitness	X-Termination
July	Business Life	Building Solid Foundations
Summer	Your Business	Expanding Your Horizons
August	Business Life	Factoring Takes New Meaning in Today's Global Economy
September	Chgo Sun Times Business Life	Push to Revive Reverse Mortgage
September	Business Life	Opportunities Abound for Older Workers
September	Kiwanis	Working Into Retirement
September	Independent Business	10 Easy Ways to Lose a Client Wet and Wild on the West Coast by J. Fisher Park & J. Morgan Park
Fall	Recreation Management	
September	Active Times	Reversal of Fortune for Reverse Mortgages
September	Chgo Sun Times Homelife	Mortgage Plan Helps Buyers with Bad Credit
September	Chgo Sun Times Homelife	Mortgage Lenders Won't Suffer Despite Market Changes
November	Business Life	Are Stockbrokers and Endangered Species?
November	Home Business	Turning Hobbies Into Profitable Home-Based Businesses
November	Chgo Sun Times Homelife	Prepayment Penalty Offers a Trade-Off for Homeowners
	Chgo Sun Times Homelife	No Doc Loans Help Self-Employed
	Commercial Lending Report	Entire Year
2000		
January	Chgo Sun Times Homelife	Blacks Still Face 'Predatory Lending' Schemes: study

January	Chgo Sun Times Homelife	Home Ownership Rising in Nation, While Equity is Falling
January	Chgo Sun Times Homelife	New Laws Might Boost Reverse Mortgage's Appeal
January	Chgo Sun Times Homelife	Banking On Your Home
		Not All Mortgages Require Buyer to Make a Down Payment
January	Chgo Sun Times Homelife	
January	Active Times	Do Banks Protect Your Privacy
January	Chgo Sun Times Homelife	Legal Foundation Guards Against Mortgage Scams
January	Business Life	WWII Fighting For Bandwidth
January	Recreation Management	Welcome To The Great Outdoors
January	Commercial Lending Report	All Loans Are "Good" When You Make Them
Winter	Business Sense	Grievance Alert
February	Chgo Sun Times Homelife	Your Portfolio Can Provide Mortgage Down Payment
February	Chgo Sun Times Homelife	Worried Buyer Can Try An Interest-Rate Option
February	Chgo Sun Times Homelife	Go For Brokers
February	Chgo Sun Times Business	Leap Day has It's Benefits
February	Business Life	WWII Fighting For Bandwidth
March	Chgo Sun Times Homelife	Rising Interest Rates Take Toll on Buyers Mortgages
March	Chgo Sun Times Homelife	Home Saver Helps Avert Foreclosure
March	Chgo Sun Times Homelife	Closing On A Home Often Troublesome
March	Chgo Sun Times Homelife	Web Portal Can Speed Loan Process
March	Recreation Management	If You Build It, They Will Swim
March	Business Life	Consumers Not Ready to Leave Mall Behind
May	Texas Realtor	What's Up With Mortgages?
October	Chgo Sun Times Homelife	Fed holds key to stable mortgage rates: experts
October	Chgo Sun Times Homelife	Landscaping is a cheap and easy fix
October	Chgo Sun Times Homelife	Home offices, pools not worth it
November	Chgo Sun Times Homelife	As closing nears, lender wants money for a "hold back"
November	Chgo Sun Times Homelife	Fannie Mae helps lending victims
November	Chgo Sun Times Homelife	'Tis the season to be wary when seeking a mortgage
November	Chgo Sun Times Homelife	Chicago mortgage bank reaches out to immigrants, minorities
December	Chgo Sun Times Homelife	Land contract may fail without canceled checks
2001		
January	Chgo Sun Times Homelife	Showcase of Homes Offers Vision of Future
January	Chgo Sun Times Homelife	Failure To Compute
January	Multifamily Executive	Generation Y Hits the Market
January	Multifamily Executive	Peace of Mind - Renter's Insurance Can Protect Property
February	Chgo Sun Times Homelife	Tailor Made - New Type of Mortgage is Uniquely Designed for Individual Borrowers
February	Chgo Sun Times Homelife	Grass America Inc: What the Well-Dressed Kitchen is Wearing
February	Bizlife	
March	Real Estate Chicago	Kenosha Casino Nixed
March	Utah Business	Whittling Down the Tax Man
April	Chgo Sun Times Homelife	Homeowner insurance not enough to cover a home office or business; Protecting the Boss
Spring	Bizhealth	Family Service of the Piedmont
April	Rotarian	Boot Up Soldier!

May	Real Estate Chicago	A Soft Office Market
June	Real Estate Chicago	Lake County Land Squeeze
September	Area Development	Industrial Market
October	Real Estate Chicago	Update at the Glen
Nov-Dec	Commercial Real Estate	Virtual Money
Nov-Dec	Real Estate Chicago	Abbott Leases Big
2002		
February	Area Development	Property Protection Comes of Age
March	Texas Realtor	On Loan
March	Area Development Magazine	On the Fast Track to Freer Trade?
March	Real Estate Chicago	City Park in Home Stretch
April	Real Estate Chicago	Recovery Ahead?
April	Crain's Chicago Business	Trusts a Must for the Moneyed;
May	Real Estate Chicago	Variety of Plans Offer Tax Beaks, Other Incentives
June	Area Development	The Mallinckrodt Property
July	Area Development	Welcoming Recovery
July	PS&P	Assessing the Post-War Economy
July	Journal of Property Management	Site Selection Shake Up
July-Aug	Management	Flower Power (Interior Landscape)
September	PS&P	Avoiding Economic Espionage
October	Bizlife	The Man Behind the High Point Transportation
2003		
August	The Wiglaf Journal	Getting Lost on the Worldwide Web
August	Intellectual Property Today	10 Frequently Asked Questions About Intellectual Property Litigation Surveys
2004		
May	Plants Sites & Parks	Milwaukee on the Grow
June	Intellectual Property Today	Swimming In Shark-Infested Waters
July	Plants Sites & Parks	Electronics Industry on the Fast Track
September	Wiring Harness News	Using Customer Service as a Competitive Edge
September		U.S. Economic Recovery Spurs Industrial Park Growth in Mexico
November	Plants Sites & Parks	
November	Intellectual Property Today	Getting the Most Value Out of Your Survey Expert
2005		
January/February	Executive Decision	On The Job with "The Apprentice"
		Why Chicago is Bill Rancic's Kind of Town
		The Decline and Fall of the AT&T empire — Marketing Myopia Revisited
March	The Wiglaf Journal	10 Easy Ways to Lose a Customer
April	The Wiglaf Journal	Secrets of the Best Rainmakers
May	Executive Decision	Converting Productivity to Profitability
June	The Wiglaf Journal	Creativity Key to Executing Toughest IP Survey Projects
July	Intellectual Property Today	

August 2006	The Wiglaf Journal	What's In a Name?
January	The Wiglaf Journal	Thoughts on Relationship Marketing
January/February	Executive Decision	A Matter of Survival: CEOs need to commit to Lifelong Learning
February	The Wiglaf Journal	Peeling the Customer Loyalty Onion
March	The Wiglaf Journal	Creating "Monopolies" from Customer Value Propositions
March/April	Executive Decision	The Rich Get Richer What IP Attorneys Should Know Expect & Costs for Survey Research
April	Intellectual Property Today	
May/June	Executive Decision	All The Right Moves Strategies and Tactics for Corporate Relocations
July/ August	Executive Decision	A New Life for ABLs. Strong Economy and Lots of Available Cash Fuel Asset-Based Lending Boom Integrated Marketing Environment Putting New Pressure on Sales Management,
September	The Wiglaf Journal	All Banks are not created Equal
September/October	Executive Decision	Sponsors "Brand" Housing Credit Properties
December 2007	Tax Credit Advisor	
January	Intellectual Property Today WebsiteRevamp.org	10 Easy Ways to Blow Away A Survey Lost on The Web
January	WebsiteRevamp.org	Multifamily Realtors See Benefits of Branding in Driving Internet Sales
January	Tax Credit Advisor	Bridgeport Historic Rehabilitation Project Helping to Transform Downtown Cover Story: AMLi'S Secret Formula – All the Ingredients for Sophistication
January/February	MultiFamily Pro	Spotlights: Executive – No. 1 Cheerleader – Mutz Has Spirit and Vision Management – Taking Full Advantage – Technology Provides a Competitive Edge Marketing – Brand Loyalty – AMLI Markets Through its Brand
	MultiFamily Pro	Training – Pursuit of Excellence – Training Helps AMLI Reach Goals
	MultiFamily Pro	On Site – Know the Facts – AMLI Serves through Information
	MultiFamily Pro	
February	The Wiglaf Journal	The "iPhone" Brouhaha
March	Tax Credit Advisor	Different Actions, Tactics can Foster Quicker, Effective Lease-Up of New Tax-Credit Properties
March	The Wiglaf Journal	Don't Segment Markets — "Hire" the Product
March/April	Executive Decision	The Challenge Of Building A Global Workplace Community
March/April	MultiFamily Pro	Cover Story: Place Properties Is The Place – Welcome to the World of Student-Friendly College Housing

	MultiFamily Pro	Spotlights: Executive – Nightmare Interupus – Phillips Filled a Student Housing Need
	MultiFamily Pro	Management – An Engaged Audience – Ratchford Attracts Generation Y with Technology
	MultiFamily Pro	Marketing – Hitting the Target – Nix and Dunton Market to Distinct Groups
	MultiFamily Pro	Training – Gaining an Edge – Wolff Directs the Management Team
	MultiFamily Pro	On-Site – Two-Sided Approach – Place Focuses Both On and Off Campus
April	Tax Credit Advisor	Reducing Tenant “Churn” Essential for Successful Tax Credit Properties
May	Tax Credit Advisor	Industry Participants Suggest Ways to Trim Construction Operating Costs
May	The Wiglaf Journal	A New Way to Segment B-T-B Markets — Put Your Product to Work
May/June	Executive Decision	Adding Green To The Bottom Line
June	The Wiglaf Journal	The Difficulty of Developing Profitable and Unique Sales Promotions
June	Tax Credit Advisor	Market Studies Remain Key for Determining Feasibility of Proposed LIHTC Projects
July	The Wiglaf Journal	The Perils of Using the Internet for Surveys
July/August	Executive Decision	Is the Private Life for You?
August	The Wiglaf Journal	More Private Companies Are Opting To Go Private
		How to Make Your E-Mail Marketing More Effective
August	Tax Credit Advisor	Affordable Rental Housing Development Is Becoming Increasingly “Green”
August	Intellectual Property Today	The Power and Perils of Internet Surveys
August	Tax Credit Advisor	Oregon Family Development Incorporates Variety of ‘Green’ Features
September	The Wiglaf Journal	HR Help for the Entrepreneur
October	The Wiglaf Journal	Ease Up on Sales Button for New Ventures
		Robust Population, Job Growth Favor Development
October	Tax Credit Advisor	Phoenix Area, But Condo Overhand, New Production Are Issues
November	Tax Credit Advisor	Baltimore Area Marked by High Demand for Additional Affordable Housing
December	Tax Credit Advisor	Pittsburgh Market Has Strong Demand for Affordable Housing
December	The Wiglaf Journal	Despite Sluggish Economy
		To Brand or Not to Brand
2008		
January	Tax Credit Advisor	Milwaukee’s Economy on the Grow; Strong Demand for Affordable Housing
January	The Wiglaf Journal	Marketing Lessons from Hollywood
January	The Wiglaf Journal	“Top 100 Brands” Quiz
February	Tax Credit Advisor	Vibrant Seattle Economy Spurs Demand for Affordable Housing

March/April	Executive Decision	In Whom do we Trust? The Movement for Greater Accountability and Disclosure
March	The Wiglaf Journal	Looking Positively at the "R" Word
March	The Wiglaf Journal	Adding Bite to your E-Mails
April	Tax Credit Advisor	Cleveland's Perfect Storm of Rising Foreclosures
April	Intellectual Property Today	How to do an IP Survey without Giving Away the Store
April	The Wiglaf Journal	B-2-B Trademarks and Brands – A Slippery Slope
April	The Wiglaf Journal	Want to Know Who Sarah Marshall Is?
May	Tax Credit Advisor	Atlanta Economy Slowing But Still Growing; Tax Credit Housing Challenged
June	The Wiglaf Journal	A New Business Primer for Growing Organizations
July	Tax Credit Advisor	Milwaukee's Economy on the Grow; Strong Demand for Affordable Housing
August	Tax Credit Advisor	New Desire Housing Project Rises from Devastation of Katrina
September	The Wiglaf Journal	What's a Brand Worth Anyway?
September	Tax Credit Advisor	Chicago Has Vibrant Affordable Housing Market
November	The Wiglaf Journal	Starbucks Discovers Marketing Myopia
December	Tax Credit Advisor	Portland Economy, Multifamily Housing Easing into "Soft Landing"
December	The Wiglaf Journal	Musing from a Marketer on the Economic Crisis
2009		
January	The Wiglaf Journal	Empathy the Missing Element in Relationship Management
February	Tax Credit Advisor	MarketSketch: Houston Area Still Attractive Market for LIHTC Development
March	The Wiglaf Journal	The "Dark Side" of Entrepreneurship
April	The Wiglaf Journal	Recession Takes Toll on Brand Values
April	The Wiglaf Journal	Opportunities Starting to Sprout as Entrepreneurs Pick Up Pieces from Shattered Economy
May	The Wiglaf Journal	Two Harvard Experts Provide Perspective on Building Entrepreneurial Businesses in Troubled Times
July	Tax Credit Advisor	Everything You Wanted to Know About Multi-Family Energy Audits
July	The Wiglaf Journal	New Paradigms Abound
June/July	Area Development	Military Bases as Economic Development Magnets
August	The Wiglaf Journal	Trying to Put the Toothpaste Back into the Tube
September	The Wiglaf Journal	Global Marketers Unclear About Obama's Direction
October	The Wiglaf Journal	Marketers Find Gold on Old Brand Junk Headp
December	The Wiglaf Journal	Looking for a New Advertising Agency? 2010

January	The Wiglaf Journal	Nurturing Relationships More Important Than Ever
February	The Wiglaf Journal	IPad Has All the Ingredients of a Classic Marketing Blunder
March	The Wiglaf Journal	Professional Musings from the World of Marketing
June	The Wiglaf Journal	Toyota – Crisis Management at its Worst
July	The Wiglaf Journal	The Bible of Marketing Mistakes and Successes
June-July	Area Development	Obama Promotes Export Policy to Rally Economy
July	Intellectual Property Today	Introducing the Internet/Telephone “Hybrid” Survey
July	The Wiglaf Journal	Lessons from a Legend
August	The Wiglaf Journal	The Undefeated, Undisputed King of Smartphones
September	The Wiglaf Journal	The Revolution in Knowledge Delivery Systems
October	The Wiglaf Journal	The Most Important Sales Call You Will Ever Make
November	The Wiglaf Journal	The Rewards of Trying To Be Different
December	The Wiglaf Journal	Story of the 2000-2010 Decade Told by Brand Values

2011

January	The Wiglaf Journal	Post-Recession Era Poses Different Kinds of Challenges for Marketers
February	Intellectual Property Today	How to Apply Theory of Probability to Decision of Whether to Do an I.P. Survey
February	The Wiglaf Journal	Borders and Blockbuster: Throwing Money Down a Rat Hole
March	The Wiglaf Journal	H-P and Walmart – The Peril of Expectations
April	The Wiglaf Journal	Entrepreneurial Musings
May	The Wiglaf Journal	Are You Ready for Milkshake Marketing
June	The Wiglaf Journal	What Have You Done for me Lately
July	Area Development	Free Trade Agreements Stymied by Political Roadblocks
Wiglaf Journal		July The
August	The Wiglaf Journal	The Groupon Phenomenon – Is it Sustainable?
		Eastman Kodak – Another Corporate Icon Fights to Survive
September	The Wiglaf Journal	The Hidden Marketing Asset
October	The Wiglaf Journal	Killing the Golden Goose (Netflix)
November	Area Development	New Trade Agreements Slowly Becoming a Reality
November	Intellectual Property Today	Trademark Surveys The Descriptive/Suggestive Conundrum in
November	The Wiglaf Journal	Killing the Golden Goose Part 2 (Netflix)
December	The Wiglaf Journal	The Merits of Underdog Positioning

2012

January	The Wiglaf Journal	Twitter — Show Me the Money
February	The Wiglaf Journal	Corporate Icons Falling Like House of Cards
February	The Wiglaf Journal	The Resurrection of the Golden Goose
March	The Wiglaf Journal	Revenues Gained by Service Fees Undermines Relationship Marketing Goals
March	Intellectual Property Today	The Pre-Litigation Pilot Trademark Survey
April	The Wiglaf Journal	LG’s Brilliant Marketing Strategy
May	The Wiglaf Journal	Lessons from Fortune’s “The 12 Greatest Entrepreneurs of Our Time”
June	The Wiglaf Journal	Welcome to ‘Seinfeld’ Marketing

July	The Wiglaf Journal	'tis the Season for "Ambush Marketing"
Summer, 2012	Area Development	Three Mistakes CEOs Must Avoid When Relocating A Business
August	The Wiglaf Journal	Doing Good May Yield Bad Results
August	Area Development	Business Community Cheers Export-Import Bank
September	The Wiglaf Journal	10 Strategic Insights from Michael Porter
October	The Wiglaf Journal	Don't Look for Nissan's New 'World Car' To Be Seen on U.S. Roads
November	The Wiglaf Journal	J.C. Penney's Makeover An Attempt To Repeat History
December	The Wiglaf Journal	Hewlett-Packard's Downfall, AT&T Detangles its Network and other Year-End Blockbusters
December	Intellectual Property Today	Frequently Asked Questions About Trademark Surveys

2013

January	The Wiglaf Journal	The Collapse of the Big Box
February	The Wiglaf Journal	The Sales Rep. Motivational Disconnect; An Intriguing Possibility: Legalize All Drugs
March	The Wiglaf Journal	Increased Public Scrutiny for Energy Drinks
April	The Wiglaf Journal	Why J.C. Penney's New Strategy Won't Work
May	The Wiglaf Journal	J.C. Penney's Demise Recalls Other Major Retail Failures
May	The Wiglaf Journal	"Shark Tank" Offers Valuable Insight into Marketing Entrepreneurship
June	Intellectual Property Today	Internet Surveys Come of Age
July	The Wiglaf Journal	The Challenge of Delivering Accurate Sales Forecasts
August	The Wiglaf Journal	Strategic Marketing for Entrepreneurs
Summer 2013	Area Development	Momentum Builds for U.S. – India Trade Agreement; Economic Stimulus for Both Sides of the Atlantic
September	The Wiglaf Journal	The Taste of Crow: Facebook's Incredible Profitability Surge
September	Intellectual Property Today	10 Common Myths About Trademark Surveys
October	The Wiglaf Journal	IPO Announcement Sets Wall Street A-Twitter
November	The Wiglaf Journal	Consumer Market Segmentation 101
December	The Wiglaf Journal	McDonald's Story Shows Why Branding is Crucially Important in Product Development

January	The Wiglaf Journal	The One That Got Away: Nokia and Blackberry Lose a Market
February	The Wiglaf Journal	Samsung Has Got It Right
March	The Wiglaf Journal	America's Love/Hate Relationship with Smoking
Spring Edition	Area Development	Major New Developments for Keystone Pipeline
April	The Wiglaf Journal	College Scholarship Athletes – Students or Employees?
May	The Wiglaf Journal	The Best and the Brightest – J.C. Penney-Style
Intellectual Property Today	Will A Survey Help Win A Likelihood of Confusion Case?	September

September	The Wiglaf Journal	New Insight Into Strategic Sales Force Hiring; Be Careful Of Hiring “Stars”
October	The Wiglaf Journal	Stanford Business Offers New Perspectives on Entrepreneurship
November	The Wiglaf Journal	Will the Marketplace Adopt Apple Pay?
December	The Wiglaf Journal	Colorado Provides Laboratory for Marketing Marijuana
2015		
January	The Wiglaf Journal	Stanford Marketing Researcher Explores the “Decoy Effect”
March	The Wiglaf Journal	‘Decoupling’ Adds Value to Consumer While Cutting Costs
April	The Wiglaf Journal	Traditional Shopping Mall Under Siege
May	Intellectual Property Today	Risks and Rewards for Using IP Experts in the Age of Daubert
May	The Wiglaf Journal	Hotels Carry Market Segmentation to the Ultimate
July	The Wiglaf Journal	Keeping Customers Isn’t Easy
August	The Wiglaf Journal	Hotels Carry Market Segmentation to the Ultimate
	The Wiglaf Journal	September Harvard Prof. Sees Ben Franklin’s “Way to Wealth: As Source for America’s Brand of Capitalism
October	The Wiglaf Journal	Brand Valuations Go Topsy-Turvy over Last 10 Years
2016		
February	The Wiglaf Journal	Special Marketing Provides The Force Behind New “Star Wars” Film
March	The Wiglaf Journal	Are You an ‘Imposter?’ If So, the Workplace Needs You
April	The Wiglaf Journal	McDonald’s Feasts on All-Day Breakfast, But Causes Indigestion for Some Franchisees
May	The Wiglaf Journal	Free Trade, Protectionism and Marketing
June	The Wiglaf Journal	Why Relationship Marketing Has Never Worked for the New Car Purchase
July	The Wiglaf Journal	Will Bid for Presidency Destroy the Trump Brand
September	The Wiglaf Journal	Immigrants Fueling American Entrepreneurial Successes
October	The Wiglaf Journal	The Academic Research Disconnect
November	The Wiglaf Journal	Trump Will Be Forced to Reposition His Brand Post-Election
December	The Wiglaf Journal	A Puzzlement: Why Did So Many Women Vote for Trump
2017		
January	The Wiglaf Journal	False Marketer of the Year
February	The Wiglaf Journal	Another Wiglaf Journal Valuation QUIZ

May	The Wiglaf Journal	Marketing High-Quality Commercial-Free TV and How to Make Money at It
June	The Wiglaf Journal	Who Will Survive the Retail Revolution
July	The Wiglaf Journal	Rules of Retailing Are Changing
August	The Wiglaf Journal	The Apple iPhone: Planned Obsolescence, Disruptive Innovation or Something Else
September	The Wiglaf Journal	Wake Up and Smell the Fumes, Mr. Trump”
October	The Wiglaf Journal	Renewable Energy Is the New Growth Industry Is Retailing Becoming an Oligopoly?
November	The Wiglaf Journal	“Disruptive Innovation” Key to America’s Future
December	The Wiglaf Journal	Future of Internet at Stake if FCC Abandons Net Neutrality

2018

January	The Wiglaf Journal	Harvard Uncovers a 15 th Century Business Success Manual
February	The Wiglaf Journal	Marketing Industry Reports – Clients and Agencies May Not Be On the Same Page
March	The Wiglaf Journal	Tariffs Defy Traditional Marketing and Pricing Theories
April	The Wiglaf Journal	Brits Give Insight Into Toys ‘R Us Failure
May	The Wiglaf Journal	New Data Supports Vale of Immigrants as Entrepreneurs
June	The Wiglaf Journal	Title Barnes & Nobel Looking Like Latest Victim of Retail Maelstrom
July	The Wiglaf Journal	Decision to Grow Instead of Harvest May Be Key to Microsoft’s Survival
August	The Wiglaf Journal	Polarization of Politics Having an Effect on Brand Management
September	The Wiglaf Journal	Ever Heard of Strategic Intelligence?
Fall, 2018	NYSBA Bright Ideas	Will a Survey Enhance the Chances of Winning Your Trademark Infringement Case
October	The Wiglaf Journal	The Decline and Fall of Sears
November	The Wiglaf Journal	The Netflix Success Story: Reaping Rewards from Disruptive Innovation
December	The Wiglaf Journal	Is General Electric the Next Icon to Fall?

2019

January	The Wiglaf Journal	What Stock Market Volatility Tells Us
February	The Wiglaf Journal	The Power of ‘Q’
March	IP Watchdog	Ten Things to Avoid when Doing Surveys
March	Texas Bar Journal	Cost, Expectations and Methodologies for Trademark Surveys
March	The Wiglaf Journal	Strategies for Retail Survival in the Amazon Era

April	The Wiglaf Journal	Major Marketing Implications in the Fisher Price Sleeper Recall
May	The Wiglaf Journal	Internet Evolves Into Ultimate Corporate Research Vehicle
June	The Wiglaf Journal	What Are “Ironclad” Brands and How To Maintain Them
July	The Wiglaf Journal	Some Bizarre Facts About Trademarks
Aug. 19	IP Watchdog	Why the Internet Has Become the Smart Way To Do Trademark Surveys
August	The Wiglaf Journal	Tribal Marketing – A Step Beyond Segmentation
September	The Wiglaf Journal	“The Great Hack” — A Chilling View of Market Research Gone Wild
October	The Wiglaf Journal	Supreme Court Ruling Sparks Explosion in Sports Betting
November	The Wiglaf Journal	Brick and Mortar Retailing Basing Comeback on Generational Marketing
December	The Wiglaf Journal	How Wayfair Blossomed into a Furniture Behemoth

2020

January	The Wiglaf Journal	Can Bloomberg’s Strategy to Win Democrat’s Nomination Succeed
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