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
555 Skokie Blvd. - Suite 500, Northbrook, IL 60062
847-897-5599 Fax 847-480-7859
E-mail: jberger@jamesberger.net WEB: www.jamesberger.net

## 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 actitivies. 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 WITTLEDER 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 C*hicago 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.*

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 basis 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

Scafiddi 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 Count 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. Distrct 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 Preeliminary 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.

Scafiddi 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 Jannuary 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 Corportaiton** 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 Deleware 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.

## 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 | Wanted Mature Workers Who Need Minimal Training; Many Positions Available |
| Sept-Oct | National Bus Employment Weekly | 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 |
| 38744 | Real Estate Profiles | Gary Canepa / Patty Ancona / Patraick Fortin / Richard Blevins / Nancy Mroz |
| April | Business Life | Medical Industry Goes Under the Knife |
| 38823 | Wall Street Journal | 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 |
| Fall | Recreation Management | Wet and Wild on the West Coast by J. Fisher Park & J. Morgan Park |
| 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 |
| 17-Dec | Chgo Sun Times Homelife | No Doc Loans Help Self-Employed |
| 1999 | Commercial Lending Report | Entire Year |
| **2000** | | |
| 7-Jan | Chgo Sun Times Homelife | Blacks Still Face 'Predatory Lending' Schemes: study |
| 12-Jan | Chgo Sun Times Homelife | Home Ownership Rising in Nation, While Equity is Falling |
| 14-Jan | Chgo Sun Times Homelife | New Laws Might Boost Reverse Mortgage's Appeal |
| 16-Jan | Chgo Sun Times Homelife | Banking On Your Home |

| | | |
|---|---|---|
| 21-Jan | Chgo Sun Times Homelife | Not All Mortgages Require Buyer to Make a Down Payment |
| 22-Jan | Active Times | Do Banks Protect Your Privacy |
| 28-Jan | 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 |
| 11-Feb | Chgo Sun Times Homelife | Your Portfolio Can Provide Mortgage Down Payment |
| 18-Feb | Chgo Sun Times Homelife | Worried Buyer Can Try An Interest-Rate Option |
| 25-Feb | Chgo Sun Times Homelife | Go For Brokers |
| Feb-29 | Chgo Sun Times Business | Leap Day has It's Benefits |
| February | Business Life | WWII Fighting For Bandwidth |
| 3-Mar | Chgo Sun Times Homelife | Rising Interest Rates Take Toll on Buyers Mortgages |
| 17-Mar | Chgo Sun Times Homelife | Home Saver Helps Avert Foreclosure |
| 24-Mar | Chgo Sun Times Homelife | Closing On A Home Often Troublesome |
| 31-Mar | 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? |
| 10 - Oct | Chgo Sun Times Homelife | Fed holds key to stable mortgage rates: experts |
| 29 - Oct | Chgo Sun Times Homelife | Landscaping is a cheap and easy fix |
| 29 - Oct | Chgo Sun Times Homelife | Home offices, pools not worth it |
| 3 - Nov | Chgo Sun Times Homelife | As closing nears, lender wants money for a "hold back" |
| 17 - Nov | Chgo Sun Times Homelife | Fannie Mae helps lending victims |
| 24 - Nov | Chgo Sun Times Homelife | 'Tis the season to be wary when seeking a mortgage |
| 1 - Dec | Chgo Sun Times Homelife | Chicago mortgage bank reaches out to immigrants, minorities |
| 3 - Dec | Chgo Sun Times Homelife | Land contract may fail without canceled checks |

**2001**

| | | |
|---|---|---|
| January 12 | Chgo Sun Times Homelife | Showcase of Homes Offers Vision of Future |
| 19-Jan | 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 |
| 16-Feb | Chgo Sun Times Homelife | Tailor Made - New Type of Mortgage is Uniquely Designed for Individual Borrowers |
| February | Bizlife | Grass America Inc: What the Well-Dressed Kitchen is Wearing |
| March | Real Estate Chicago | Kenosha Casino Nixed |
| March | Utah Business | Whittling Down the Tax Man |
| 6-Apr | 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; Variety of Plans Offer Tax Beaks, Other Incentives |
| May | Real Estate Chicago | The Mallinckrodt Property |
| June | Area Development | Welcoming Recovery |
| July | Area Development | Assessing the Post-War Economy |
| July | PS&P | Site Selection Shake Up |
| July-Aug | Journal of Property Management | Flower Power (Interior Landscape) |
| September | PS&P | Avoiding Economic Espionage |
| October | Bizlife | The Man Behind the High Point Transportation |

**2003**

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| August | The Wiglaf Journal | Getting Lost on the Worldwide Web |
| August | Intellectual Property Today | 10 Frequently Asked Questions About Intellectual Property Litigation Surveys |

**2004**

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| 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 |
| November | Plants Sites & Parks | U.S. Economic Recovery Spurs Industrial Park Growth in Mexico |
| November | Intellectual Property Today | Getting the Most Value Out of Your Survey Expert |

**2005**

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| | | On The Job with "The Apprentice" |
| January/February | Executive Decision | Why Chicago is Bill Rancic's Kind of Town |
| March | The Wiglaf Journal | The Decline and Fall of the AT&T empire — Marketing Myopia Revisited |
| April | The Wiglaf Journal | 10 Easy Ways to Lose a Customer |
| May | Executive Decision | Secrets of the Best Rainmakers |
| June | The Wiglaf Journal | Converting Productivity to Profitability |
| July | Intellectual Property Today | Creativity Key to Executing Toughest IP Survey Projects |
| August | The Wiglaf Journal | What's In a Name? |

**2006**

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|---|---|---|
| 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 |
| April | Intellectual Property Today | What IP Attorneys Should Know Expect & Costs for Survey Research |
| 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 |
| September | The Wiglaf Journal | Integrated Marketing Environment Putting New Pressure |

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| | | on Sales Management, |
| September/October | Executive Decision | All Banks are not created Equal |
| December | Tax Credit Advisor | Sponsors "Brand" Housing Credit Properties |
| **2007** | | |
| January | Intellectual Property Today | 10 Easy Ways to Blow Away A Survey |
| | WebsiteRevamp.org | 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 |
| January/February | MultiFamily Pro | Cover Story: AMLI'S Secret Formula – All the Ingredients for Sophistication |
| | MultiFamily Pro | Spotlights: Executive – No. 1 Cheerleader – Mutz Has Spirit and Vision |
| | MultiFamily Pro | Management – Taking Full Advantage – Technology Provides a Competitive Edge |
| | MultiFamily Pro | 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 |
| 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 |

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| | | Is the Private Life for You? |
| July/August | Executive Decision | More Private Companies Are Opting To Go Private |
| August | The Wiglaf Journal | 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 |
| October | Tax Credit Advisor | Robust Population, Job Growth Favor Development 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 Despite Sluggish Economy |
| December | The Wiglaf Journal | To Brand …or NOT to Brand New Products |
| **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 Anyhow? |
| 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 |

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| 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 Heap |
| 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 |
| | | 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 |
| July | The Wiglaf Journal | The GROUPON Phenomenon – Is it Sustainable? |
| August | The Wiglaf Journal | 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 | The Descriptive/Suggestive Conundrum in Trademark Surveys |
| 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 |

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| 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 Detanges 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<br>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 |
| **2014** | | |
| 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 |
| September | Intellectual Property Today | Will A Survey Help Win A Likelihood of Confusion Case? |
| 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 |

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| November | The Wiglaf Journal | Will the Marketplace Adopt Apple Pay? |
| December | The Wiglaf Jounral | Colorado Provides Laboratory for Markleting 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 Seige |
| May | Intellectual Property Today | Risks and Rewards for Using IP Exp[erts 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 |
| September | The Wigaf Journal | Harvard Prof. Sees Ben Frankllin'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 Jounal | A Puzzlement – Why So Many Women Voted 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" Renewable Energy Is the New Growth Industry |
| October | The Wiglaf Journal | 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 |

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| **2018** | | |
| January | The Wiglaf Journal | Harvard Uncovers a 15th 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 |