



## Culture and Brand Are Interconnected, Research from The Conference Board Finds

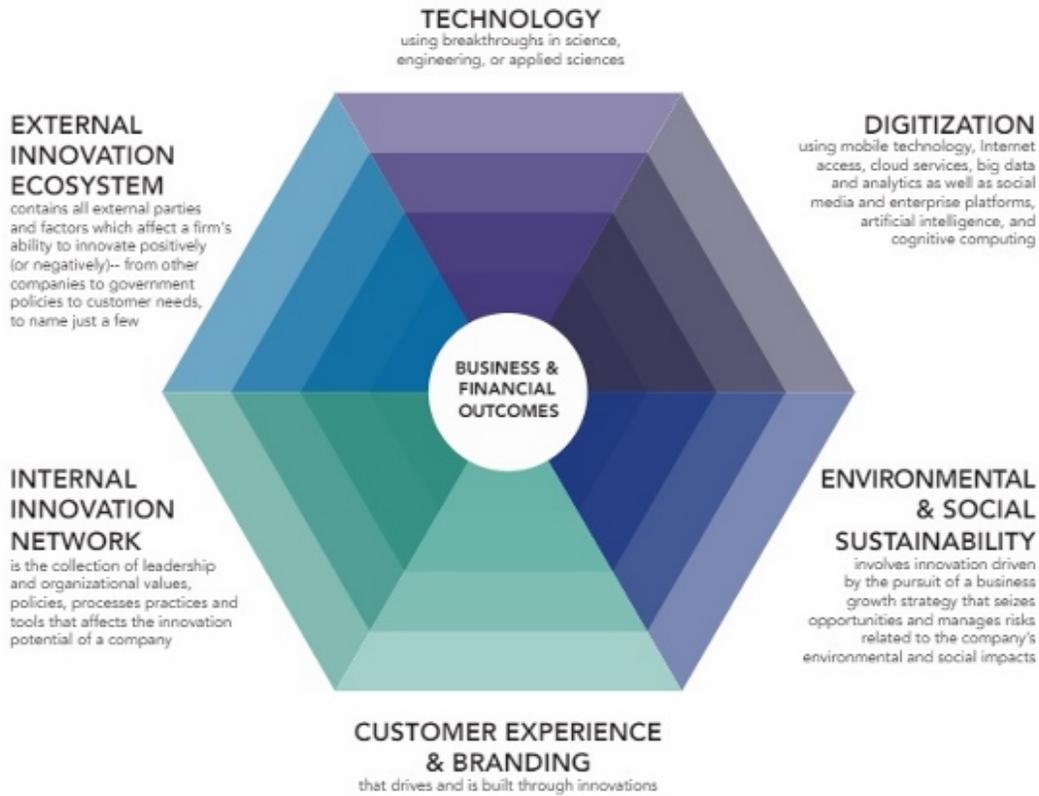
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A strong *culture of innovation* can energize and enable a company's innovation performance. In turn, continuous innovation keeps a brand relevant and refreshed during periods of intensifying competition and frequent market disruptions.

Brand also provides a platform for the adoption of innovations by the marketplace. When a corporate brand is trusted, well-known, and liked, new products and services offered by that brand have a greater chance for success. Thus, both innovation and brand have a direct impact on revenues generated by the introduction of new products and services. Brand is a critical way to maximize a return on innovation.

### About the research

*Innovation Culture and Brand: Measuring Intangibles that Drive Financial Outcomes* examines two elements of innovation efforts: internal innovation network and customer experience and branding. These are part of a larger framework (see below) outlined in the report *Signposts of Innovation: Towards Better Innovation Metrics for Business: A Primer*. Companies can use the framework as a reference for assessing innovation or as a basis for creating their own metrics.



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