Google Drive



Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets

Julie L. Davis, Suzanne S. Harrison

Download now

Click here if your download doesn"t start automatically

Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets

Julie L. Davis, Suzanne S. Harrison

Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets Julie L. Davis, Suzanne S. Harrison
Julie L. Davis and Suzanne Harrison Today's corporations are always on the lookout for exciting new and innovative ideas that can be used to generate revenue. Up until recently, this meant taking these ideas and turning them into products or services, which could then be sold for profit. But today, a unique new concept is revolutionizing the way companies are getting value from ideas. Instead of incorporating them into products or services, today's innovations may be bartered, licensed or sold in the "idea" stage for tremendous amounts of money. For example, IBM currently receives well over $1 billion in revenue every year from licensing its intellectual property, unrelated to the manufacture of a single product. Today more and more companies are adopting this idea of turning their legal departments, where intellectual property is housed, from cost centers into profit centers. Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets takes an in-depth look at the revolutionary concept of Intellectual asset management (IAM). IAM is changing the way companies all over the world are doing business. In their careers as business consultants, the authors have been privileged to meet individuals who were clearly ahead of their time when it came to realizing value from their companies' innovations. Based on their interactions with the ICM Gathering--an international group of companies who meet several times a year to create, define and benchmark best practices in the area of IAM--the authors have compiled a wealth of knowledge and successful stories that illustrate how far businesses have come in their ability to leverage and monetize their intellectual assets. Incorporating stories and teachings from some of the most successful companies in the worlds -- such as Hewlett-Packard, IBM, Procter & Gamble, Rockwell, Dow, Ford and many others -- the authors have made an exhaustive study of IAM and its implications for today's businesses. They have culled a hierarchy of best practices that today's companies can integrate into their own business philosophies to gain the best return from their intellectual assets.

Download Edison in the Boardroom: How Leading Companies Rea ...pdf

Read Online Edison in the Boardroom: How Leading Companies R ...pdf

Download and Read Free Online Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets Julie L. Davis, Suzanne S. Harrison

---

From reader reviews:

Lori Leavitt:

Do you have favorite book? For those who have, what is your favorite's book? Book is very important thing for us to know everything in the world. Each guide has different aim as well as goal; it means that reserve has different type. Some people really feel enjoy to spend their time and energy to read a book. These are reading whatever they acquire because their hobby is actually reading a book. Think about the person who don't like looking at a book? Sometime, man or woman feel need book when they found difficult problem or maybe exercise. Well, probably you will need this Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets.

Joann Hamilton:

The book Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets make one feel enjoy for your spare time. You need to use to make your capable a lot more increase. Book can to get your best friend when you getting tension or having big problem using your subject. If you can make examining a book Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets to become your habit, you can get far more advantages, like add your own capable, increase your knowledge about a number of or all subjects. You are able to know everything if you like open and read a book Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets. Kinds of book are a lot of. It means that, science guide or encyclopedia or other folks. So , how do you think about this guide?

Troy Munoz:

Many people spending their time period by playing outside using friends, fun activity having family or just watching TV all day long. You can have new activity to shell out your whole day by examining a book. Ugh, ya think reading a book will surely hard because you have to accept the book everywhere? It fine you can have the e-book, taking everywhere you want in your Smartphone. Like Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets which is having the e-book version. So , try out this book? Let's observe.

Melissa Gusman:

This Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets is brand-new way for you who has attention to look for some information as it relief your hunger details. Getting deeper you into it getting knowledge more you know otherwise you who still having small amount of digest in reading this Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets can be the light food for yourself because the information inside this kind of book is easy to get by anyone. These books acquire itself in the form that is reachable by anyone, yeah I mean in the e-book application form. People who think that in reserve form make them feel drowsy even dizzy this e-book

is the answer. So you cannot find any in reading a reserve especially this one. You can find what you are looking for. It should be here for you actually. So , don't miss the idea! Just read this e-book style for your better life along with knowledge.

Download and Read Online Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets Julie L. Davis, Suzanne S. Harrison #A7D9YF0GOLM

Read Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets by Julie L. Davis, Suzanne S. Harrison for online ebook

Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets by Julie L. Davis, Suzanne S. Harrison Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets by Julie L. Davis, Suzanne S. Harrison books to read online.

Online Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets by Julie L. Davis, Suzanne S. Harrison ebook PDF download

Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets by Julie L. Davis, Suzanne S. Harrison Doc

Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets by Julie L. Davis, Suzanne S. Harrison Mobipocket

Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets by Julie L. Davis, Suzanne S. Harrison EPub