



Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics)

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 (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics)

Julie L. Davis, Suzanne S. Harrison

Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics)

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 (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) Julie L. Davis, Suzanne S. Harrison

From reader reviews:

Maxine Elam:

The book Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) give you a sense of feeling enjoy for your spare time. You can utilize to make your capable a lot more increase. Book can to get your best friend when you getting anxiety or having big problem with your subject. If you can make studying a book Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) to get your habit, you can get much more advantages, like add your capable, increase your knowledge about a few or all subjects. You may know everything if you like open up and read a publication Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics). Kinds of book are several. It means that, science e-book or encyclopedia or other folks. So , how do you think about this reserve?

Anna Yates:

The ability that you get from Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) will be the more deep you excavating the information that hide within the words the more you get interested in reading it. It doesn't mean that this book is hard to recognise but Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) giving you joy feeling of reading. The author conveys their point in particular way that can be understood by simply anyone who read that because the author of this guide is well-known enough. This kind of book also makes your current vocabulary increase well. So it is easy to understand then can go to you, both in printed or e-book style are available. We suggest you for having this Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) instantly.

Terry McConnell:

Playing with family inside a park, coming to see the marine world or hanging out with friends is thing that usually you have done when you have spare time, and then why you don't try factor that really opposite from that. One particular activity that make you not feeling tired but still relaxing, trilling like on roller coaster you already been ride on and with addition of information. Even you love Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics), you are able to enjoy both. It is great combination right, you still would like to miss it? What kind of hang-out type is it? Oh come on its mind hangout guys. What? Still don't have it, oh come on its known as reading friends.

Mark Smith:

As a college student exactly feel bored for you to reading. If their teacher asked them to go to the library or make summary for some publication, they are complained. Just minor students that has reading's heart or real their leisure activity. They just do what the teacher want, like asked to go to the library. They go to presently there but nothing reading critically. Any students feel that reading is not important, boring and can't see colorful pictures on there. Yeah, it is to get complicated. Book is very important in your case. As we know that on this era, many ways to get whatever we wish. Likewise word says, ways to reach Chinese's country. So , this Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) can make you experience more interested to read.

Download and Read Online Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) Julie L. Davis, Suzanne S. Harrison #GOFD5JPB16C

Read Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) by Julie L. Davis, Suzanne S. Harrison for online ebook

Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) 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 (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) 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 (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) by Julie L. Davis, Suzanne S. Harrison ebook PDF download

Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) by Julie L. Davis, Suzanne S. Harrison Doc

Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) by Julie L. Davis, Suzanne S. Harrison MobiPocket

Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) by Julie L. Davis, Suzanne S. Harrison EPub