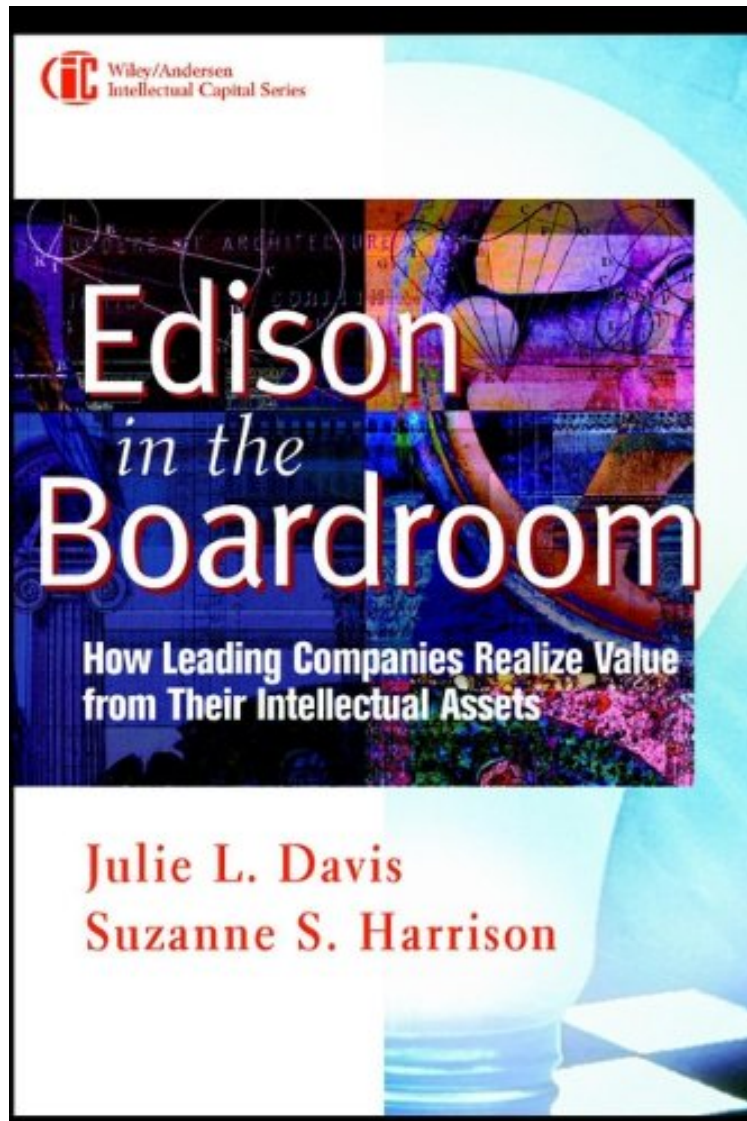


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Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting Finance, Management, Licensing, Special Topics)

Julie L. Davis, Suzanne S. Harrison

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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) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets (Intellectual Property-General, Law, Accounting Finance, Management, Licensing, Special Topics):

2 of 2 people found the following review helpful. Great mix of "Thought Leadership" and "How To" By R. Logan Intellectual property (IP) and intellectual asset management (IAM) have become big business - and the message is clear - IP is moving from the legal organization to business strategy. One only needs to look at the Spring 2012 sale of 925 AOL patents to Microsoft for \$1.1 billion to make the case. The reported catalyst for the transaction was pressure exerted by an AOL shareholder activist who thought AOL was under managing the intellectual assets of the company! The particular IP in the AOL case was patents, but there are many other forms of intellectual assets that can be optimized, managed, and monetized. Suzanne Harrison and Patrick Sullivan have focused their careers on sharing best practices in IAM. To accelerate their goals they have created a very readable overview of best practices for the management and value creation of Intellectual Assets. To be clear, even though the book is easy to read, it is more than a primer. Harrison and Sullivan are experts in their own right and have tapped into some of the best IAM minds at leading forward thinking companies to provide a roadmap to help you create an IAM solution for your company. Throughout the book there are direct insights from IAM thought leaders in major corporations such as Procter and Gamble, Philips, ATT, Visa, Samsung, Nielsen, Juniper Networks, and Rambus. This book has something for everyone. If you're new to the IAM space, this will help you and your company to develop a clear actionable roadmap of activities for you to initiate. If you are already an IAM expert you can benefit from the insights provide by Harrison and Sullivan and their expert colleagues spotlighted throughout the book.

2 of 2 people found the following review helpful. Excellent Book By Paul Germeraad I have been involved with conducting, managing, directing and studying intellectual assets management for four decades. It is a complex subject. The first "Edison in the Boardroom" of this series by Julie Davis and Suzanne Harrison did an excellent job of providing practitioners a workable set of guidelines to use. This sequel by Suzanne Harrison and Patrick Sullivan now takes the original research and updates and expands upon it. Both updating and expansion are key to the books value. A lot has changed since the first book was written, and even more has been learned by the best-practice contributors to the book. The case study format provides a powerful way to understand how to best lead an IP, technical or business development organization. The insights gained by the reader will certainly allow him/her enhance their effectiveness and efficiency in leading their own organizations. Paul Germeraad, President, Intellectual Assets, Inc.

0 of 0 people found the following review helpful. On Becoming Proactive to Realize the Value of your IP By Michael Pierantozzi Harrison Davis offer intellectual property (IP) professionals - including IP attorney's seeking to advocate for their client - a better and more effective understanding of how to manage IP as a strategic business asset. Unlike other books on the subject, Edison, and it's sequel, "Einstein in the Boardroom" (2006), offers rare pragmatic advice with evidence-based outcomes from a community of IP-savvy companies on the benefits of becoming proactive in identifying, protecting and leveraging all forms of intellectual capital to address strategic business objectives.

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.

"Everyone who manages IP for a company, a university, or a federal agency, should look at this handbook and the Web site associated with it." (The Federal Lawyer, Nov/Dec 2001) "A beacon of light for organizations trying to make intellectual property a dynamic property rather than a fixed legal asset." mdash;Business Finance Magazine, November 2001 From the Publisher "A beacon of light for organizations trying to make intellectual property a dynamic

property rather than a fixed legal asset." mdash;Business Finance Magazine, November 2001