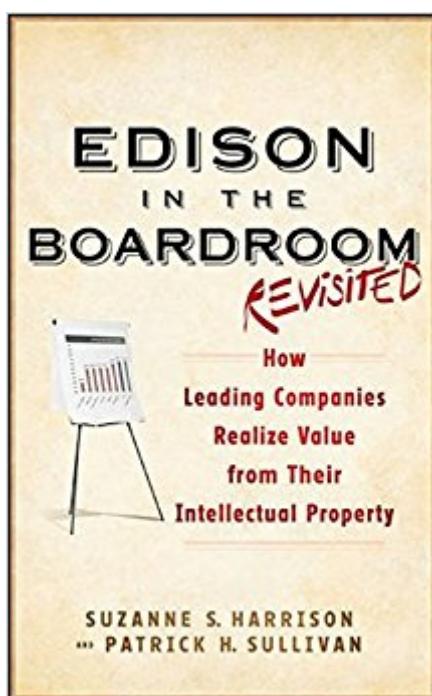


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# Edison In The Boardroom Revisited: How Leading Companies Realize Value From Their Intellectual Property



## **Synopsis**

A revised and expanded edition of the groundbreaking Edison in the Boardroom, highlighting the winning strategies today's biggest companies use to maximize the value of their intellectual property. Now fully revised and expanded, Edison in the Boardroom, Second Edition takes an in-depth look at the revolutionary concept of intellectual asset management (IAM). Incorporating stories and teachings from some of the most successful companies in the world—such as Hewlett-Packard, IBM, Procter & Gamble, Rockwell, Dow, Ford and many others—Harrison and Sullivan have made an exhaustive study of IAM and its implications for today's businesses. Features updated interviews of companies, and a new treatment of the Profit Center Level Updates stories and teachings from some of the most successful companies in the world. Showcases 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. Edison in the Boardroom, Second Edition compiles a wealth of knowledge and successful stories that illustrate how far businesses have come in their ability to leverage and monetize their intellectual assets.

## **Book Information**

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## **Customer Reviews**

"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." *Business Finance Magazine*, November 2001

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 Proctor and Gamble, Philips, AT&T, 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 provided by Harrison and Sullivan and their expert colleagues spotlighted throughout the book.

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 book's 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.

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 its sequel, "Einstein in the Boardroom" (2006), offers rare pragmatic advise 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 Davis and Suzanne Harrison's book, Edison in the Boardroom, takes readers deep enough into the field of intellectual property management for them to incorporate presented theories into their respective professional disciplines - researcher, attorney, licensing exec, etc. - without the book becoming unwieldy. Excellent balance. This book can become a cornerstone text for any professional involved with intellectual property to direct his or her focus for additional study and to ensure his or her working knowledge of the challenges confronting professionals in other disciplines that together form a corporate intellectual property management program.

I ordered the kindle version and was disappointed with two things: (1) the edition is from 2001 and (2) formatting errors left me wondering if information was missing from some tables and graphics. Very annoying.

When summarizing a company's IP situation in a business plan, I found this an excellent starting point. It will apply more to large companies, but is still a good read for those in growing ones.

If you wanna know the levels of IP Strategy in your company, You should read this book. this book is one of the best book about IP strategy in the company

I work in IP. We bought these for clients and employees. Great book if you want to leverage your IP and strengthen your company's market position.

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