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| Nota di contenuto | Edison in the Boardroom Revisited: How Leading Companies Realize Value from Their Intellectual Property; Contents; Acknowledgments; Chapter 1: Introduction; Why Update Edison in the Boardroom?; A Brief History; The Edison Mind-Set; The Intellectual Property Management System; Summary; Chapter 2: The Changing Environment for IP Management; The Rise of the NPE (Nonpracticing Entity); Technology Convergence; The Arrival of the Chief Intellectual Property Officer (CIPO); The Globalization of Business; The Changing Legal Environment; The Continuing Lack of a Formal IP Marketplace The Rise of the IP Investor Summary; Chapter 3: Level One: Defend Position; What Level One Companies Are Trying to Accomplish; Functions, Tools, and Capabilities Quiz: Questions Only You Can Answer; Best Practices for Level One: Defend Position; Summary; Chapter 4: Level Two: Manage Costs; What Level Two Companies Are Trying to Accomplish; Best Practices for Level Two: Manage Costs; |

Summary; Chapter 5: Level Three: Capture Value; What Level Three Companies Are Trying to Accomplish; Best Practices for Level Three: Capture Value; Summary; Chapter 6: Level Four: Synthesize Opportunities

What Level Four Companies Are Trying to Accomplish Best Practices for Level Four: Synthesize Opportunities; Summary; Chapter 7: Level Five: Shape the Future; What Level Five Companies Are Trying to Accomplish; The Characteristics of the Future; The Characteristics of Sustainable Corporations; Best Practices for Level Five: Shape the Future; Summary; Chapter 8: What to Do When You're Not on the Pyramid; Is My Company on the Pyramid?; Is My Company a Candidate for the Edison Pyramid?; Characterizing IP-Indifferent Companies; How Companies Can Destroy Value; Moving toward the Edison Hierarchy

Summary Chapter 9: The Procter & Gamble Journey; Beyond Make and Sell; Out-Licensing Technology; Additional Growth via Effective Policy Changes; Reinventing and Integrating Trademarks and Brands; Looking Externally; IP as an Enabler to Innovation; Looking Forward; Appendix A: Significant Developments in Intellectual Property Law in the Past 10 Years; Recognition of Value of IP Rights; Developments in Patent Law; Developments in Copyright Law; Developments in Trademark Law; Appendix B: The Rise of Patent Aggregators; Terminology; Background; Valuation of Patents in the Aggregation Context

Classification Based on Business Model Intellectual Ventures; Patent Aggregators: Good or Bad; Future Aggregator Ecosystem Directions; Appendix C: A Closer Look at IP Damages; Patent Damages; Entire Market Value Rule; The Road Ahead; Notes; About the Authors; Index

Sommario/riassunto

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
