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| Autore | O'Connell Donal <1963-> |
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| Descrizione fisica | 1 online resource (345 p.) |
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| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Introduction -- Building a strategy -- Why patent? -- Invention harvesting -- Core activities of patent creation -- The inventor community -- Other key interfaces -- Organising your patent factory -- The management of external patent agencies -- Metrics -- Quality -- Patent cost management -- Processes and tools -- Benchmarking -- Changes -- Conclusion. |
| Sommario/riassunto | The book is a coaching guide for anyone interested in intellectual property and those wanting to embark on or develop patent creation. It draws on the authors' extensive experience and insights from change projects, management and leadership at Nokia. The book guides the reader through each stage of setting up a successful unit, inviting active involvement by asking vital questions about their needs and aims. Focusing on key issues and themes involved, it provides examples, diagrams and models to illustrate how they can be out in to practice. Critical chapters include the core activities of |