

# **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 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

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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 world -- 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.

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 and 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

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intellectual assets.

"Having served on numerous corporate and nonprofit boards, former business school dean and university president White has a surprising message--many directors don't understand their roles as stewards. Rather than seeing boards as mere vehicles for oversight and basic monitoring, he shows, in detail and with hundreds of real-world anecdotes, how boards can do better"--

Some of the worst corporate meltdowns over the past sixty years can be traced to passive directors who favored operational shortcuts over quality growth strategies. Thinking primarily about placating institutional investors, selective stockholders, proxy advisors, and corporate management, these inattentive and deferential board members have relied on short-term share price increases to sustain their companies long term. Driven by a desire for prosperity, not posterity, these actions can doom any company. In *The Activist Director*, attorney Ira M. Millstein looks back at fifty years of counseling companies, nonprofits, and governments to actively govern their corporations and constituencies. From the threat of bankruptcy and the ConEd blackout of 1970s New York City, to the meltdown of Drexel Burnham Lambert in the late 1980s, to the turnaround of General Motors in the mid-1990s, Millstein takes readers into the boardrooms of several of the greatest catastrophes and success stories of America's best-known corporations. His solution lies at the top: a new breed of activist directors who partner with management and reject short-term outlooks, plan a future based on growth and innovation, and take responsibility for corporate organization, strategy, and efficiency. What questions should we ask of potential board members and how do we know they'll be active? Millstein offers pragmatic suggestions for recruiting activist directors to the boardroom to

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secure the future of the corporation.

"Rembrandts in the Attic" provides the first practical and strategic guide that shows CEOs and other managers how to unlock the enormous financial and competitive power hidden in their patent portfolios. The authors show how some of the world's most successful firms have used patents to capture and defend markets, outflank rivals, boost bottom-line revenues and shareholder return, and enhance the commercial success of their enterprises.

'I thoroughly enjoyed reading this gripping and intriguing mystery... Not only is the story full of deep secrets and provocative characters but it also captures the many compelling and diverse facets of Hong Kong in the narrative. This captivating and dynamic book is a must for anyone who enjoys a stormy atmospheric ride set in a city rich in culture and intrigue.' Jules Hannaford, author of Fool Me Twice, Podcaster of Hong Kong Confidential One small island, six troubled lives, and the storm of the century is on its way. In one of the world's most vibrant international cities, present day Hong Kong, the lives of six people become irreversibly intertwined. The past is catching up with those running from it, while the futures of others hangs dangerously in the balance. But who knows the most? And what will they do to keep it that way?

A cutting-edge, research-based inquiry into how we influence those around us and how understanding the brain can help us change minds for the better. In *The Influential Mind*, neuroscientist Tali Sharot takes us on a thrilling exploration of the nature of influence. We all have a duty to affect others—from the classroom to the boardroom to social media. But how skilled are we at this role, and can we become better? It turns out that many of our instincts—from relying on facts and figures to shape opinions, to insisting others are wrong or

attempting to exert control—are ineffective, because they are incompatible with how people's minds operate. Sharot shows us how to avoid these pitfalls, and how an attempt to change beliefs and actions is successful when it is well-matched with the core elements that govern the human brain. Sharot reveals the critical role of emotion in influence, the weakness of data and the power of curiosity. Relying on the latest research in neuroscience, behavioral economics and psychology, the book provides fascinating insight into the complex power of influence, good and bad.

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

Garry Kasparov was the highest-rated chess player in the world for over twenty

years and is widely considered the greatest player that ever lived. In *How Life Imitates Chess* Kasparov distills the lessons he learned over a lifetime as a Grandmaster to offer a primer on successful decision-making: how to evaluate opportunities, anticipate the future, devise winning strategies. He relates in a lively, original way all the fundamentals, from the nuts and bolts of strategy, evaluation, and preparation to the subtler, more human arts of developing a personal style and using memory, intuition, imagination and even fantasy. Kasparov takes us through the great matches of his career, including legendary duels against both man (Grandmaster Anatoly Karpov) and machine (IBM chess supercomputer Deep Blue), enhancing the lessons of his many experiences with examples from politics, literature, sports and military history. With candor, wisdom, and humor, Kasparov recounts his victories and his blunders, both from his years as a world-class competitor as well as his new life as a political leader in Russia. An inspiring book that combines unique strategic insight with personal memoir, *How Life Imitates Chess* is a glimpse inside the mind of one of today's greatest and most innovative thinkers.

The information revolution has made for a radically more fluid knowledge environment, and the growth of venture capital has created inexorable pressure towards fast commercialisation of existing technologies. Companies that don't use

the technologies they develop are likely to lose them. Key features Over the past several years, Hank Chesbrough has done excellent research and writing on the commercialisation of technology and the changing role and context for R&D. This book represents a powerful synthesis of that work in the form of a new paradigm for managing corporate research and bringing new technologies to market Chesbrough impressively articulates his ideas and how they connect to each other, weaving several disparate areas of work R&D, corporate venturing, spinoffs, licensing and intellectual property into a single coherent framework. When you wish upon a star', 'Whistle While You Work', 'The Happiest Place on Earth' - these are lyrics indelibly linked to Disney, one of the most admired and best-known companies in the world. So when Roy Disney, chairman of Disney animation, abruptly resigned in November 2003 and declared war on chairman and chief executive Michael Eisner, he sent shock waves throughout the world. DISNEYWAR is the dramatic inside story of what drove this iconic entertainment company to civil war, told by one of America's most acclaimed journalists. Drawing on unprecedented access to both Eisner and Roy Disney, current and former Disney executives and board members, as well as hundreds of pages of never-before-seen letters and memos, James B. Stewart gets to the bottom of mysteries that have enveloped Disney for years. In riveting detail, Stewart also

lays bare the creative process that lies at the heart of Disney. Even as the executive suite has been engulfed in turmoil, Disney has worked - and sometimes clashed - with a glittering array of Hollywood players, many of who tell their stories here for the first time.

**NATIONAL BESTSELLER •** The gripping story of Elizabeth Holmes and Theranos—one of the biggest corporate frauds in history—a tale of ambition and hubris set amid the bold promises of Silicon Valley, rigorously reported by the prize-winning journalist. With a new Afterword. “Chilling ... Reads like a thriller ... Carreyrou tells [the Theranos story] virtually to perfection.” —The New York Times Book Review In 2014, Theranos founder and CEO Elizabeth Holmes was widely seen as the next Steve Jobs: a brilliant Stanford dropout whose startup “unicorn” promised to revolutionize the medical industry with its breakthrough device, which performed the whole range of laboratory tests from a single drop of blood. Backed by investors such as Larry Ellison and Tim Draper, Theranos sold shares in a fundraising round that valued the company at more than \$9 billion, putting Holmes’s worth at an estimated \$4.5 billion. There was just one problem: The technology didn’t work. Erroneous results put patients in danger, leading to misdiagnoses and unnecessary treatments. All the while, Holmes and her partner, Sunny Balwani, worked to silence anyone who voiced misgivings—from

journalists to their own employees.

Iconoclasts have that knack for overturning conventional wisdom and achieving the apparently impossible. Though crucial to the success of an organisation, true iconoclasts are few and far between. This text explores what makes these great innovators tick and offers tools to unleash our own potential.

An “engaging and enlightening” (The Wall Street Journal) argument that innovation and progress are often achieved by revisiting and retooling ideas from the past rather than starting from scratch—from Guardian columnist and contributor to The Atlantic, Stephen Poole. Innovation is not always as innovative as it may seem. Rethink is the story of how old ideas that were mocked or ignored for centuries are now storming back to the cutting edge of science and technology, informing the way we lead our lives. This is the story of Lamarck and the modern-day epigeneticist whose research vindicated his mocked two hundred-year-old theory of evolution; of the return of cavalry use in the war in Afghanistan; of Tesla’s bringing back the electric car; and of the cognitive scientists who made breakthroughs by turning to ancient Greek philosophy. “An anecdote-rich tour through the centuries” (The New York Times), with examples from business to philosophy to science, Rethink shows what we can learn by revisiting old, discarded ideas and considering them from a novel perspective.

From within all these rich anecdotes of overlooked ideas come good ones, helping us find new ways to think about ideas in our own time—including out-of-the-box proposals in the boardroom to grand projects for social and political change. “Clever and entertaining...a thoughtful and thought-provoking book” (The Sunday Times, London), Rethink helps you see the world differently. Armed with this picture of the surprising evolution of ideas and their triumphant second lives, and in the bestselling tradition of Malcolm Gladwell, Poole’s new approach to a familiar topic is fun, convincing, and brilliant—and offers a clear takeaway: if you want to affect the future, start by taking a look at the past.

Full of valuable tips, techniques, illustrative real-world examples, exhibits, and best practices, this handy and concise paperback will help you stay up to date on the newest thinking, strategies, developments, and technologies in licensing intellectual property. Order your copy today!

A GROUNDBREAKING GUIDE TO THE ART, SCIENCE, TOOLS, AND DEPLOYMENT OF INNOVATION "It has never been more important to educate people and organizations how to out-imagine, out-create, and out-innovate....The insight and experiences captured by [this book] make an important contribution toward reaching this goal." -- From the Foreword by Deborah Wince-Smith, President, Council on Competitiveness Developed by the editors of the

International Journal of Innovation Science and featuring contributions from more than 40 innovation experts and thought leaders, Global Innovation Science Handbook presents a proven approach for understanding and implementing innovation in any industry. This pioneering work is based on a defined body of knowledge that includes intent, methodology, tools, and measurements. It challenges the popular paradigm that "learned" innovation is impossible, and lays out a systematic process for developing innovation skills. Each chapter can be independently read and utilized in the daily practice of innovation. Real-world case studies from financial, government, and education sectors illustrate the concepts discussed in this definitive resource. Global Innovation Science Handbook covers: Preparing for innovation--establishing a framework and creating a culture for innovation Key innovation concepts, such as creativity, neuroscience, biomimetics, benchmarking, and ethnography Creativity tools, including Kano analysis, storyboarding, absence thinking, Lotus Blossom, SCAMPER, and others Techniques essential to innovation science, such as Six Thinking Hats, mind mapping, social networks, market research, and lead user analysis Innovation radar, indices, and other measurements Idea management--the process of creating, screening, exploring, and evaluating ideas to bring those most valuable from concept to reality Innovation methodologies,

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including TRIZ, Brinnovation, crowdsourcing, Eureka, stage gate, and others  
Deployment--a life-cycle approach involving inspiration, strategy, organization, excellence, culture, measurement, protection of intellectual property, and launch  
Case studies featuring cutting-edge technological innovations in finance, government, and education

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do

business with them, or simply live in the world they dominate, you need to understand the Four.

In *Venture Capital and the Finance of Innovation*, future and current venture capitalists will find a useful guide to the principles of finance and the financial models that underlie venture capital decisions. Assuming no knowledge beyond concepts covered in first-year MBA course, the text serves as an innovative model for the valuation of start ups, and will familiarise you with the relationship between risk and return in venture capital, historical statistics on the performance of venture capital investments, total and partial valuation--and more.

Ian hunts for the truth behind a hit-and-run incident that leaves his wife Rowena in a coma, fights a corporate take-over of his business, and explores the mystery behind the death of his great-aunt Isobel by a hit-and-driver.

This indispensable tool provides readers with complete coverage of the issues, methods, and art of valuing and pricing of early-stage technologies including backgrounds in the core concepts, sources of value, methods of valuation, equity realizations, and negotiation strategies.

In this revelatory memoir, the former CEO of Sonic challenges established thinking, offering counterintuitive career advice essential for every professional at all levels, whether you're just starting out or in the middle of your career. In his bestselling *Outliers*, Malcolm Gladwell introduced readers to the 10,000-hour rule—the foundation of

success in any endeavor. But as Clifford Hudson reveals, there are serious pitfalls to this rule. What happens to those who spend years trying to achieve something that doesn't quite pan out? Do you really have to grind down the same path for many years, sacrificing priorities to become successful? In this thought-provoking memoir, Hudson asks whether or not mastery is even necessary to succeed. Most people don't need to be experts in their field. Yes, the successful know more than the average person about a particular topic, and they often possess a better-than-average ability with a particular skillset; but not everyone who is successful is an expert, he makes clear. More importantly, in today's technology-driven environment, change is the only constant, including the nature of work and the skills required to do it. Over-investing in expertise is often riskier than learning to be adaptive and open to new knowledge, ideas, and skills. Experience can also lead to overconfidence. And yet we continue to deeply value the expertise ideal. In *Master of None*, Hudson turns expertise on its head and shows that by embracing variety and becoming more versatile, anyone can succeed and become more open to different opportunities in life. To do so, he provides three basic rules that will see any professional through: Don't plan, explore Don't specialize, generalize Don't keep your head down, turn it up toward opportunity Groundbreaking and thought provoking, *Master of None* is a new way forward to help businesses and professionals at all levels thrive.

Capitalize on Your Company's Intangible Assets... Leading Companies Show You How

"Einstein in the Boardroom makes a great sequel to Edison in the Boardroom. Those readers who found the examples and war stories of Edison to be useful in their own IP-management activities will find the same qualities in Einstein. This resource will help anyone in the intangibles management community who seeks to go beyond intellectual property and understand and capitalize on the full range of a firm's intellectual capital." --Julie Davis, coauthor, Edison in the Boardroom "Harrison and Sullivan continue to elevate understanding of the value of intellectual assets and, more importantly, provide a 'clinic' on the practical steps necessary to turn theory into bottom-line results." --Jeff Weedman, Vice President, External Business Development The Procter & Gamble Company "Einstein in the Boardroom is a valuable guide for business managers considering how to leverage intangible assets for profit." --Joe Beyers, Vice President, Intellectual Property Licensing, Hewlett-Packard Company "Going deeper into value creation for companies, Einstein in the Boardroom describes new ways to extract value from 'I-stuff' on knowledge, a tremendous asset that is too rarely exploited and could be leveraged by all readers of this great book." --Beatrix de Russe, Executive Vice President, Licensing and Intellectual Property, Thomson "Einstein in the Boardroom is a must-read for CEOs, CFOs, and board chairs facing the financial governance issues of share price, wealth creation, and value realization. When today's financial management systems may only deal with 20 percent of the value of the firm, Harrison and Sullivan offer a look at what a company can do to successfully create and extract value from the

'other' 80 percent, and they show you how other companies have done it!" --Bill Swirsky, Vice President, Knowledge Development The Canadian Institute of Chartered Accountants "Identifying, managing, and leveraging knowledge and intangible assets has enabled Cargill to differentiate itself from its competitors and increase its profitability. Harrison and Sullivan provide a clear perspective on how intangible assets fit within the corporate landscape and how to manage them to increase value for the organization." --Harry J. Gwinnell, Vice President and Chief IP Counsel, Cargill This is a highly original reinterpretation of how indigenous peoples were subjugated and marginalized by government's use of accounting and economic rationalizations, in combination with bureaucratic mechanisms.

A compilation of 3M voices, memories, facts and experiences from the company's first 100 years.

#1 Wall Street Journal Bestseller *The Obstacle is the Way* has become a cult classic, beloved by men and women around the world who apply its wisdom to become more successful at whatever they do. Its many fans include a former governor and movie star (Arnold Schwarzenegger), a hip hop icon (LL Cool J), an Irish tennis pro (James McGee), an NBC sportscaster (Michele Tafoya), and the coaches and players of winning teams like the New England Patriots, Seattle Seahawks, Chicago Cubs, and University of Texas men's basketball team. The

book draws its inspiration from stoicism, the ancient Greek philosophy of enduring pain or adversity with perseverance and resilience. Stoics focus on the things they can control, let go of everything else, and turn every new obstacle into an opportunity to get better, stronger, tougher. As Marcus Aurelius put it nearly 2000 years ago: "The impediment to action advances action. What stands in the way becomes the way." Ryan Holiday shows us how some of the most successful people in history—from John D. Rockefeller to Amelia Earhart to Ulysses S. Grant to Steve Jobs—have applied stoicism to overcome difficult or even impossible situations. Their embrace of these principles ultimately mattered more than their natural intelligence, talents, or luck. If you're feeling frustrated, demoralized, or stuck in a rut, this book can help you turn your problems into your biggest advantages. And along the way it will inspire you with dozens of true stories of the greats from every age and era.

ESSENTIALS OF INTELLECTUAL PROPERTY Full of valuable tips, techniques, illustrative real-world examples, exhibits, and best practices, this handy and concise paperback will help you stay up to date on the newest thinking, strategies, developments, and technologies in intellectual property. "Alexander Poltorak and Paul Lerner have written the definitive primer on intellectual property for business professionals. Thorough in its coverage and understandable in its

delivery, Essentials of Intellectual Property provides not only an outstanding summary of intellectual property basics, but a useful and sensible strategy for using intellectual property to the best needs of a business. Poltorak and Lerner have combined their in-depth knowledge of patent law with their savvy business skills to yield an indispensable reference for the business professional." —Jeffrey L. Brandt, Patent Attorney, Former Senior Vice President and Intellectual Property & Licensing Counsel, priceline.com "Alex Poltorak and Paul Lerner have pulled off a mighty feat with Essentials of Intellectual Property. They have crafted a work that is clear for the beginning practitioner while nuanced and sophisticated for the savvy tech transfer and IP management veteran. Lively and often witty writing is a treat not often found in tomes on what can be a dry subject. With Essentials of Intellectual Property, the practitioner has a new literary tool fortifying IP strategy to the business reality of tomorrow." —Edward Kahn, Founder and President, EKMS, Inc., Cambridge, MA "This critically important new volume of work not only provides the professional with a greater knowledge of this vast subject, but also the novice with a better understanding and appreciation for the results of their creative abilities." —Lawrence J. Udell, Executive Director, California Invention Center, Professor of New Ventures and Entrepreneurship The Wiley Essentials Series—because the business world is always changing...and so should

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you.

"A military memoir with ... stories and moral lessons for people on the battlefield, in boardrooms, or in their everyday lives, by a veteran air-refueling expert, with a foreword by Rush Limbaugh"--Provided by publisher.

\* WALL STREET JOURNAL BESTSELLER \* An insider's account of Apple's creative process during the golden years of Steve Jobs. Hundreds of millions of people use Apple products every day; several thousand work on Apple's campus in Cupertino, California; but only a handful sit at the drawing board. Creative Selection recounts the life of one of the few who worked behind the scenes, a highly-respected software engineer who worked in the final years of the Steve Jobs era—the Golden Age of Apple. Ken Kocienda offers an inside look at Apple's creative process. For fifteen years, he was on the ground floor of the company as a specialist, directly responsible for experimenting with novel user interface concepts and writing powerful, easy-to-use software for products including the iPhone, the iPad, and the Safari web browser. His stories explain the symbiotic relationship between software and product development for those who have never dreamed of programming a computer, and reveal what it was like to work on the cutting edge of technology at one of the world's most admired companies. Kocienda shares moments of struggle and success, crisis and

collaboration, illuminating each with lessons learned over his Apple career. He introduces the essential elements of innovation—inspiration, collaboration, craft, diligence, decisiveness, taste, and empathy—and uses these as a lens through which to understand productive work culture. An insider's tale of creativity and innovation at Apple, *Creative Selection* shows readers how a small group of people developed an evolutionary design model, and how they used this methodology to make groundbreaking and intuitive software which countless millions use every day.

A visual guide to making extraordinary presentations by the acclaimed author of *The Back of the Napkin* We are all natural born presenters. We have ideas to share, voices to share them, and people to share them with. So why do most of us find public speaking so hard? In this pithy but powerful guide, communication expert Dan Roam provides a simple five-step path to take us from jitters and complexity to confidence and clarity. He explains his tried-and-true visual techniques and the wisdom he has gained from giving award-winning presentations. Roam shows us how to: - Clearly present any idea with simple visuals - Know our audience before we step in front of them - Channel fear into fun Roam's lively visual style, hand-drawn pictures, and vivid text will help regular people overcome anxiety and make brilliant presentations.

Are you creative? Do you want to be more creative in your business and personal life? Everyone has the ability to be creative. This fun, lighthearted, and easy-to-read book will give you ten jolts to reawaken and tap into your innate creativity in order to be more successful at work and in your personal life. In this book, you will learn the tools, techniques, and methods for getting and staying creative in a competitive world. Jumpstart Your Creativity gives you proven specific effective tools and great tips to use, to both generate ideas and evaluate them effectively. Are you ready to tap into your creativity? This book will show you how, and you will be amazed at the results!

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Russian journalist Feofanov specializes in the law, and here presents 20 essays, revised from earlier publication in the Soviet Union and Russia, mostly focusing on specific cases to illuminate the principles and practices of the Soviet legal system. American law scholar Barry translated the articles and provides explanations of aspects that the original readers would have been familiar with. The last section covers the transition from Soviet to Russian rule. Paper edition (unseen), \$21.95. Annotation copyright by Book News, Inc., Portland, OR From Pulitzer Prize-winning author Morris comes a revelatory new biography of Thomas Alva Edison, the most prolific genius in American history.

Heart of the Nation is a book about the golden thread of American democracy—volunteering—and how Presidents since the founding of our nation have worked to enlist more Americans to serve their neighbors and nation. In the process, the book shows how each individual can find his or her own service

calling and his or her own happiness.

A bold new approach to performance by one of the top coaches in the country. In trying to improve-on the playing field, in the office, or even at home-most people seek out new information to get to the next level. They read a book, attend a class, or hire an expert to give them an edge. But Alan Fine, an accomplished tennis, golf, and executive coach and a renowned authority on peak performance, believes that this "outside-in" method is precisely what's holding you back from doing your best work. He's found the biggest obstacle to improved performance isn't not knowing what to do; it's not doing what you already know. Ironically, the quest for information and instructions designed to help you get ahead can often interfere with your ability to focus on doing something. Fine reveals his simple and proven approach to achieving breakthrough performance. It starts with reducing the interference that blocks your potential through an amazing process called G.R.O.W. (Goal, Reality, Options, Way Forward). No matter who you are or what you do, You Already Know How to Be Great will help you eliminate what is standing in the way of your goals.

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Networking doesn't have to feel like a sales-focused event where you're using people to get ahead. Create meaningful connections, easily strike up genuine conversations, and dazzle people with your natural charm. In *Confident Introvert*, Stephanie Thoma shows you the key steps you'll need to take to unlock your potential and win at networking. Within these pages, you'll discover strategies that go beyond collecting business cards to find your natural confidence and connect with anyone.

Concurrent with the rise of technology companies, particularly dot.coms. there has been a disquiet among investors. Just what is their worth? How do you assess them as an investor? This book, by Damodaran, who is considered the world's leading authority on valuation, answers these questions and more.

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