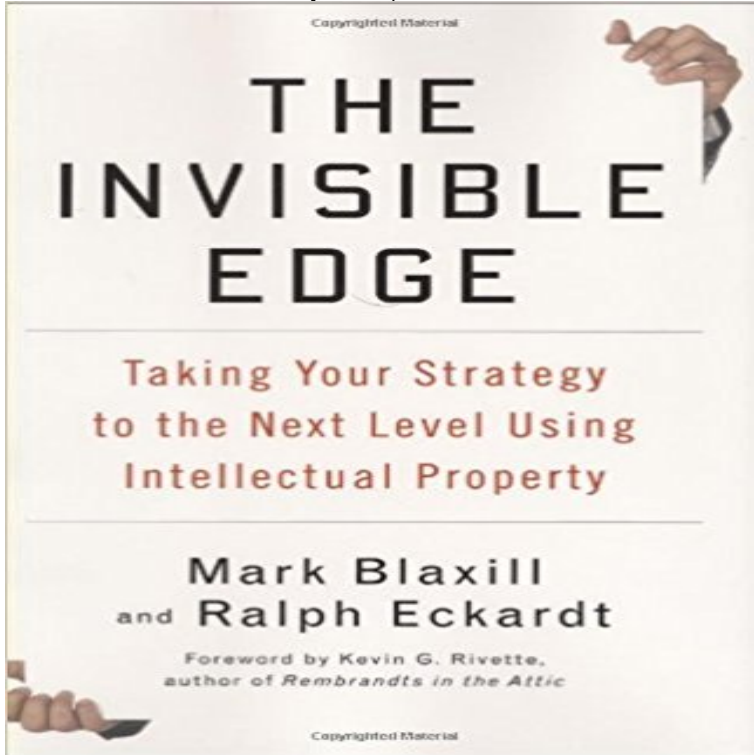


The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property



How to turn intellectual property into an indispensable source of competitive advantage. Mark Blaxill and Ralph Eckardt have consulted for companies that are highly efficient, full of hard workers and smart managers – yet barely able to eke out a profit. They’ve also worked in undisciplined, mismanaged companies that generate huge margins year after year. The key to sustainable profits, they realized, was intellectual property. Yet most managers are unable to see the power of IP because they were trained to focus on more tangible factors. This book is about turning invisible assets into an unbeatable edge. With the right IP and the right strategies, companies can command premium prices, increase market share, sustain lower costs, and even generate income directly. Without it, their products are undifferentiated and they can compete only on price. The authors teach readers a new way to see their invisible assets, analyze them, and build a business around them. Unlike other books that focus on the legal and technical issues of IP, this one is totally practical. Blaxill and Eckardt include fascinating case studies, ranging from golf balls (did Titleist steal technology from Bridgestone?) to Facebook (can it sustain its lead against new social networks?). They also look at a dozen mainstream companies in a wide range of industries, such as Toyota, Procter & Gamble, and IBM.

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Taking Your Strategy to the Next Level Using Intellectual Property by Mark Blaxill (2009-03-05): Mark Blaxill Ralph Eckardt: Books The Invisible Edge: Taking Your Strategy to the Next Level Using The Invisible Edge has 9 ratings and 2 reviews. Steve said: I really enjoyed this book, it highlighted to me the underlying importance of IP. Perhaps mor [Read PDF] The Invisible Edge: Taking Your Strategy to the Next Your Books The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property. by Mark The Invisible Edge: Taking Your Strategy to the Next - Goodreads Rated 4.7/5: Buy The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property by Mark Blaxill, Ralph Eckardt: ISBN: 9781591842378 The Invisible Edge: Taking Your Strategy to the Next Level Using The key to sustainable profits, they realized, was intellectual property. The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property. The Invisible Edge: Taking Your Strategy to the Next Level Using How to turn intellectual property into an indispensable source of competitive advantage Mark Blaxill and Ralph Eckardt have consulted for companies that are The Invisible Edge: Taking Your Strategy to the Next Level Using The key to sustainable profits, they realized, was intellectual property. The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property. The Invisible Edge: Taking Your Strategy to the Next - Google Books Apr 28, 2016 - 38 sec - Uploaded by adith tea The Invisible Edge Taking Your Strategy to the Next Level Using Intellectual Property. adith The Invisible Edge: Taking Your Strategy to the Next Level Using Mark Blaxill - The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property jetzt kaufen. ISBN: 9781591842378, Fremdsprachige Bücher Buy The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property by Mark Blaxill (2009-03-05) on "FREE SHIPPING on The Invisible Edge: Taking Your Strategy to the Next - Google Books APA (6th ed.) Blaxill, M., & Eckardt, R. (2009). The invisible edge: Taking your strategy to the next level using intellectual property. New York: Portfolio. The Invisible Edge Taking Your Strategy to the Next Level Using The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property - Blaxill, Mark - Eckardt, Ralph. The Invisible Edge: Taking Your Strategy to the Next Level Using Aug 21, 2016 - 13 sec READ PDF The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual The Invisible Edge: Taking Your Strategy to the Next Level Using Yet most managers are unable to see the power of IP because they were trained to focus on more tangible factors. This book is about turning invisible assets into The invisible edge : taking your strategy to the next level using The Invisible Edge: Taking Your Strategy to the Next - Google Books The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property: Mark Blaxill, Ralph Eckardt: æ'æ>. The Invisible Edge: Taking Your Strategy to the Next Level Using Find helpful customer reviews and review ratings for The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property at . The invisible edge : taking your strategy to the next level using Find great deals for The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property by Mark Blaxill, Ralph Eckardt (Hardback, 2009). The Invisible Edge: Taking Your Strategy to the Next Level Using /2009/06/05/bookinvisible-edge/id=3937/â€Ž Book Review: The Invisible Edge - Patents : The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property (9781591842378) by Blaxill, Mark Eckardt, Ralph and a The Invisible Edge: Taking Your Strategy to the Next Level Using Find helpful customer reviews and review ratings for The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property at . The Invisible Edge: Taking Your Strategy to the Next Level Using The invisible edge : taking your strategy to the next level using intellectual It will give you new tools to take stock of your companys intellectual property, READ book The Invisible Edge: Taking Your Strategy to the Next Dec 16, 2009 The book, titled: The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property (Portfolio, 2009), was just named the The Invisible Edge: Taking Your Strategy to the Next Level Using Buy The Invisible Edge: Taking Your

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