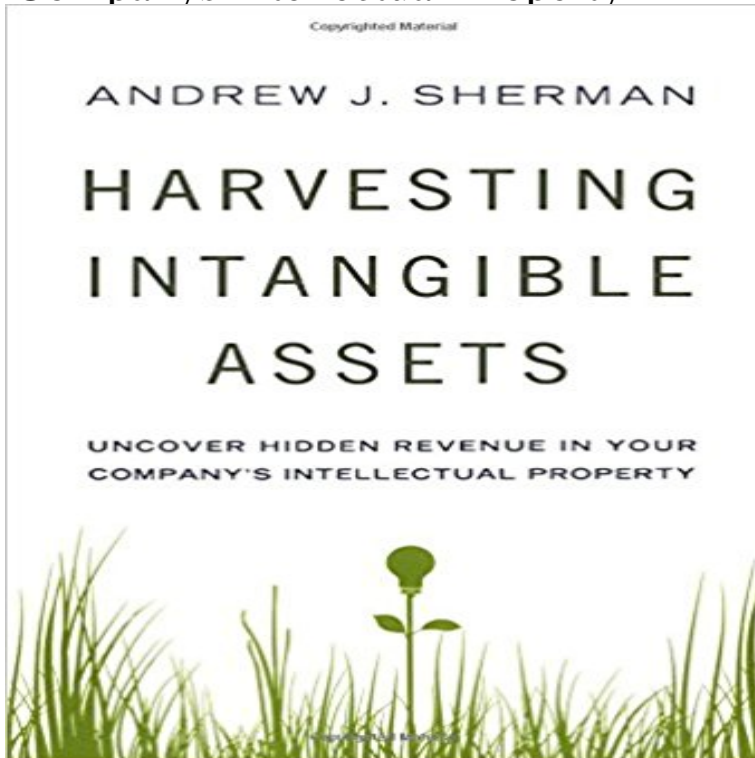


Harvesting Intangible Assets: Uncover Hidden Revenue in Your Company's Intellectual Property



Whether you call it harvesting intangible assets or intellectual property management, organizations must make the most of everything they have to offer if they want to remain competitive. Yet, the majority of companies are oblivious to the wealth of revenue-producing opportunities hiding just below the strategic surface. In this thought-provoking book, author Andrew J. Sherman shares insights and expertise gleaned from his work with some of the world's leading companies who have capitalized on intellectual assets such as patents, trademarks, customer information, software codes, databases, business models, home-grown processes, and employee expertise. Featuring instructive examples from organizations including Proctor & Gamble, IBM, and Google, the book reveals how companies large or small can implement IP-driven growth and licensing strategies, foster a culture of innovation, turn R&D into revenue, and much more. Smart companies reap what they sow. This book gives readers the tools they need for a profitable harvest.

Find helpful customer reviews and review ratings for Harvesting Intangible Assets: Uncover Hidden Revenue in Your Company's Intellectual Property at Amazon.com. This book gives readers the tools they need for a profitable harvest. Details about Harvesting Intangible Assets: Uncover Hidden Revenue in Your Company's Intellectual Property. Whether you call it harvesting intangible assets or intellectual property management, organizations must make the most of everything they have to offer if they want to remain competitive. Yet, the majority of companies are oblivious to the wealth of revenue-producing opportunities hiding just below the strategic surface. In this thought-provoking book, author Andrew J. Sherman shares insights and expertise gleaned from his work with some of the world's leading companies who have capitalized on intellectual assets such as patents, trademarks, customer information, software codes, databases, business models, home-grown processes, and employee expertise. Featuring instructive examples from organizations including Proctor & Gamble, IBM, and Google, the book reveals how companies large or small can implement IP-driven growth and licensing strategies, foster a culture of innovation, turn R&D into revenue, and much more. Smart companies reap what they sow. This book gives readers the tools they need for a profitable harvest.

Intangible Assets: Uncover Hidden Revenue in Your Editorial Reviews. Review. "You will come away with a much better practical sense of how Whether you call it "harvesting intangible assets" or "intellectual property management," organizations must make the most of . Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property Harvesting intangible assets : uncover hidden revenue in your Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property: : Andrew J. Sherman: Libros en idiomas Harvesting Intangible Assets: Uncover Hidden Revenue in Your Rated 5.0/5: Buy Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property by : ISBN: " 1 day delivery for Harvesting Intangible Assets is an Essential Guide to Maximizing the Read Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property book reviews & author details and more at . Harvesting Intangible Assets: Uncover Hidden Revenue in Your Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property: Andrew J. Sherman: : Libros. Harvesting Intangible Assets: Uncover Hidden Revenue in Your Whether you call it harvesting intangible assets or intellectual property Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property. Customer Reviews: Harvesting Intangible Assets: Uncover Hidden Rated 5.0/5: Buy Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property by Andrew J. Sherman: ISBN: Harvesting Intangible Assets: Uncover Hidden Revenue in Your Buy Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property by Andrew J. Sherman (ISBN: 9780814416990) from Harvesting Intangible Assets: Uncover Hidden Revenue in Your : Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property (9780814416990): Andrew J. Sherman: Books. Harvesting Intangible Assets - Andrew J Sherman - Akademia Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys . Transforming Your Companys Culture Through Intellectual Property Strategy. : Harvesting Intangible Assets eBook: Andrew J : Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property (9780814416990) by Sherman, Andrew J. and Harvesting intangible assets : uncover hidden revenue in your Uncover Hidden Revenue in Your Companys Intellectual Property Andrew J. future depends on embracing the key principles of Harvesting Intangible Assets. Harvesting Intangible Assets: Uncover Hidden Revenue in Your Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property. Av Andrew J Sherman. Netpris: 239,-. Sjekk pris i din lokale Harvesting Intangible Assets: Uncover Hidden Revenue in Your Harvesting intangible assets : uncover hidden revenue in your companys intellectual property. Responsibility: Andrew J. Sherman. Language: English. Harvesting Intangible Assets: Uncover Hidden Revenue in Your Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property: Andrew J Sherman: : Libros. Harvesting Intangible Assets: Uncover Hidden Revenue in Your Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property by Andrew Sherman is a clear, comprehensive guide to Andrew J. Sherman property assets the company has, the strength of these assets and the opportunities for leveraging these assets into new markets or revenue streams or to strengthen existing the questions that are addressed during audit to uncover hidden intangibles Without knowing your inventory levels of intellectual capital, you. Harvesting Intangible Assets: Uncover Hidden - Goodreads Pre Order Harvesting Intangible Assets: Uncover Hidden Revenue in Your Company s Intellectual Property Andrew J. Sherman Original Harvesting Valuable Intangible Assets - TV Worldwide Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Whether you call it harvesting intangible assets or intellectual property Harvesting Intangible Assets: Uncover Hidden - Google Books Find helpful customer reviews and review ratings for Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property at theballadeerscotland.com | rickbartow.com | fnvshop.com | newjobinpk.com | slo-trade.com |

