



Rembrandts in the Attic: Unlocking the Hidden Value of Patents (Hardback)

By Kevin G. Rivette, David Kline

Harvard Business Review Press, United States, 1999. Hardback. Book Condition: New. 236 x 152 mm. Language: English . Brand New Book. From Forbes and Fortune to the Wall Street Journal and Harvard Business Review , the pundits are calling it the next corporate strategy challenge: how to use patents and other intellectual property not just as legal tools but as weapons of business competition. With Rembrandts in the Attic , authors Kevin Rivette and David Kline provide 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. Writing engagingly and citing numerous case studies, the authors warn that firms can no longer ignore the growing power of patents in business competition. The competitive battles once fought for control of markets and raw materials are today increasingly being waged over the exclusive rights to new ideas and innovations. Where once executives may have feared that their competitors might out-market or out-produce them, they must now be concerned that rivals - especially in the booming e-commerce sectors of the Internet - may secure exclusive patent rights to the essential technologies or even to the fundamental business...



DOWNLOAD PDF



READ ONLINE

[6.78 MB]

Reviews

Extremely helpful to any or all category of individuals. It really is rally fascinating throug studying time period. I am just quickly could possibly get a pleasure of reading a composed ebook.

-- **Lawrence Keeling**

This publication may be worthy of a read through, and a lot better than other. It is among the most incredible book we have read through. Your daily life period will be change when you total reading this article publication.

-- **Garett Baumbach**

Related eBooks



Fart Book African Bean Fart Adventures in the Jungle: Short Stories with Moral

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Black White Illustration Version! BONUS - Includes FREE Dog Fart Audio Book for Kids Inside! For a very time limited...



Patent Ease: How to Write You Own Patent Application

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Patent Ease! The new How to write your own Patent book for beginners! Because you are a beginner; not a...



No Friends?: How to Make Friends Fast and Keep Them

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Do You Have NO Friends ? Are you tired of not having any friend and being lonely all the time...



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...



How to Make a Free Website for Kids

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Table of Contents Preface Chapter # 1: Benefits of Having a Website Chapter # 2: Signing Up for a Website...



The Voyagers Series - Europe: A New Multi-Media Adventure Book 1

Strength Through Communications, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Voyagers Series is a new multi-media, multi-disciplinary approach to teaching reading that provides students with a stimulating,...