



## Edison in the Boardroom Revisited: How Leading Companies Realize Value from Their Intellectual Property

By Suzanne S. Harrison, Patrick H. Sullivan

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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 & 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
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