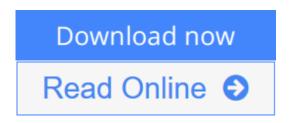


# Edison in the Boardroom Revisited: How Leading Companies Realize Value from Their Intellectual Property

By Suzanne S. Harrison, Patrick H. Sullivan



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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 & 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 intellectual assets.

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"A beacon of light for organizations trying to make intellectual property a dynamic property rather than a fixed legal asset." —*Business Finance Magazine*, November 2001

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