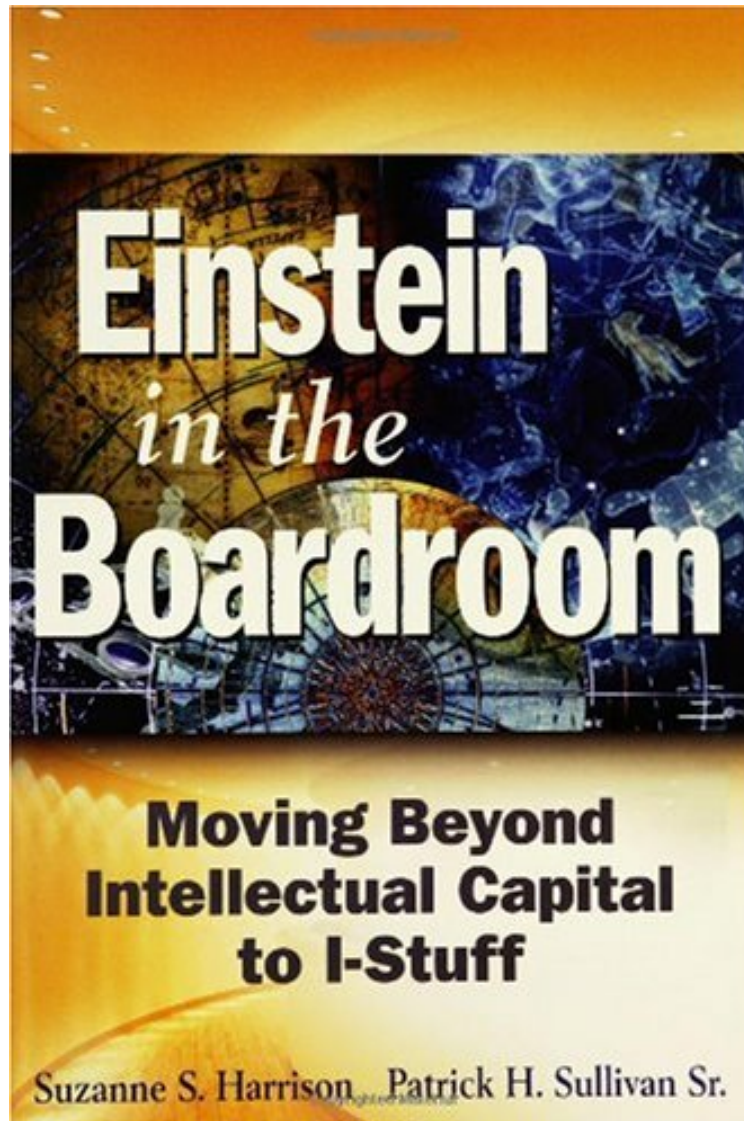


(Mobile book) Einstein in the Boardroom: Moving Beyond Intellectual Capital to I-Stuff

Einstein in the Boardroom: Moving Beyond Intellectual Capital to I-Stuff

Suzanne S. Harrison, Patrick H. Sullivan
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#2635102 in Books 2006-04-14Original language:EnglishPDF # 1 9.31 x .96 x 6.30l, .97 #File Name: 047170332X240 pages | File size: 52.Mb

Suzanne S. Harrison, Patrick H. Sullivan : Einstein in the Boardroom: Moving Beyond Intellectual Capital to I-Stuff before purchasing it in order to gage whether or not it would be worth my time, and all praised Einstein in the Boardroom: Moving Beyond Intellectual Capital to I-Stuff:

0 of 0 people found the following review helpful. You can't judge a book by its title.By LHLI personally don't like the coinage of "I-Stuff" but overall it is a great book about managing from intellectual capital perspective. It also provided

insights to the valuation aspects of intellectual capital.1 of 1 people found the following review helpful. Going Beyond IP to Realize the Value from your "I-Stuff", tooBy Michael PierantozziAdvancing on the framework and practices from "Edison in the Boardroom" (which dealt more with IP), Harrison Sullivan offer business managers, technologists, and IP attorney a new edge to manage intangibles, or more specifically the "I-Stuff", they defined as: "All of the organization's intangibles that are not codified as intellectual property (IP)."They offer a view into your company's I-Stuff as a strategic business asset requiring new management practices to "realize the value".Unlike others books on the subject, "Einstein" offers rare pragmatic advise with evidence-based outcomes from a community of IP-savvy companies on the benefits of becoming proactive in identifying, protecting and leveraging "I-Stuff" along with IP (of course) to address strategic business objectives. This book, and it's predecessor, "Edison", are useful for those implementing SARBOX compliance programs.2 of 2 people found the following review helpful. Valuable resource for today's business worldBy Marty J.What I found most helpful was that Einstein in the Boardroom featured multiple case studies around commercializing IP with a rare peek behind the scenes of how companies are doing business in this area today. For example, there is an entire chapter about the dramatic culture change that occurred at PG that has led to the company being "open for business" through its Connect + Develop initiatives (which was recently featured in March's Harvard Business Review), willing to collaborate and work with other companies. The examples provided are tangible, leading edge, and relevant.Definitely helpful to those looking for new business models or to small/mid-size companies willing to work with a larger company and wondering how.

Capitalize on Your Company's Intangible Assets... Leading Companies Show You How "Einstein in the Boardroom makes a great sequel to Edison in the Boardroom. Those readers who found the examples and war stories of Edison to be useful in their own IP-management activities will find the same qualities in Einstein. This resource will help anyone in the intangibles management community who seeks to go beyond intellectual property and understand and capitalize on the full range of a firm's intellectual capital." --Julie Davis, coauthor, Edison in the Boardroom "Harrison and Sullivan continue to elevate understanding of the value of intellectual assets and, more importantly, provide a 'clinic' on the practical steps necessary to turn theory into bottom-line results." --Jeff Weedman, Vice President, External Business Development The Procter Gamble Company "Einstein in the Boardroom is a valuable guide for business managers considering how to leverage intangible assets for profit." --Joe Beyers, Vice President, Intellectual Property Licensing, Hewlett-Packard Company "Going deeper into value creation for companies, Einstein in the Boardroom describes new ways to extract value from 'I-stuff' on knowledge, a tremendous asset that is too rarely exploited and could be leveraged by all readers of this great book." --Beatrix de Russe, Executive Vice President, Licensing and Intellectual Property, Thomson "Einstein in the Boardroom is a must-read for CEOs, CFOs, and board chairs facing the financial governance issues of share price, wealth creation, and value realization. When today's financial management systems may only deal with 20 percent of the value of the firm, Harrison and Sullivan offer a look at what a company can do to successfully create and extract value from the 'other' 80 percent, and they show you how other companies have done it!" --Bill Swirsky, Vice President, Knowledge Development The Canadian Institute of Chartered Accountants "Identifying, managing, and leveraging knowledge and intangible assets has enabled Cargill to differentiate itself from its competitors and increase its profitability. Harrison and Sullivan provide a clear perspective on how intangible assets fit within the corporate landscape and how to manage them to increase value for the organization." --Harry J. Gwinnell, Vice President and Chief IP Counsel, Cargill

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From the Inside Flap How do you put a dollar value on the intangible? In today's knowledge-based economy, intangible capital, human capital, intellectual assets, and intellectual property are critically important to the bottom line. However, traditional management, accounting, and budgeting processes are ill-equipped to set values on ideas, skills, and people. These managers must begin to think and act like Einstein by creating, and ultimately extracting, value from innovation. A follow-up to the innovative and bestselling *Edison in the Boardroom*, which focuses primarily on intellectual property, *Einstein in the Boardroom* takes this groundbreaking concept one step further by focusing on the commercialization of "non-IP" intangibles. Working through the Value Continuum framework, *Einstein in the Boardroom* sheds new light on the evolving discipline of intangibles management by featuring dozens of case studies that illustrate how today's leading companies including The Boeing Company, Eli Lilly and Company, Hewlett-Packard Company, The Procter Gamble Company, Thomson, Visa International, and many others are successfully implementing the strategy of extracting value from knowledge and know-how, first introduced by Edison, within their own companies, and how they are now taking it to the next level. Encapsulating multidisciplinary ideas and best practices about intangibles developed by practitioners in the legal, knowledge, financial, RD, human resources, measurement and reporting, economics, social, and environmental communities, *Einstein in the Boardroom* presents concrete methods, processes, and frameworks to help any firm manage and profit from its intangible assets.

From the Back Cover Capitalize on Your Company's Intangible Assets Leading Companies Show You How "Einstein in the Boardroom makes a great sequel to *Edison in the Boardroom*. Those readers who found the examples and war stories of Edison to be useful in their own IP-management activities will find the same qualities in Einstein. This resource will help anyone in the intangibles management community who seeks to go beyond intellectual property and understand and capitalize on the full range of a firm's intellectual capital." Julie Davis, coauthor, *Edison in the Boardroom*

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