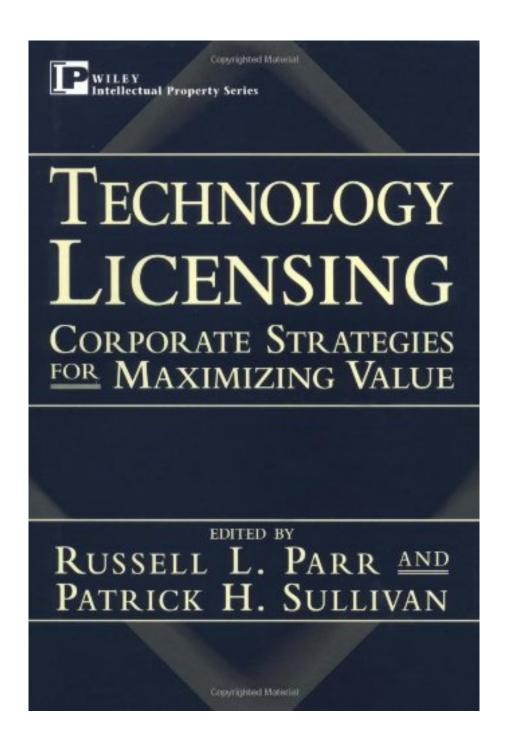


DOWNLOAD EBOOK: TECHNOLOGY LICENSING: CORPORATE STRATEGIES FOR MAXIMIZING VALUE FROM BRAND: WILEY PDF





Click link bellow and free register to download ebook:

TECHNOLOGY LICENSING: CORPORATE STRATEGIES FOR MAXIMIZING VALUE FROM BRAND: WILEY

DOWNLOAD FROM OUR ONLINE LIBRARY

Why must select the inconvenience one if there is easy? Get the profit by getting the book **Technology Licensing:** Corporate Strategies For Maximizing Value From Brand: Wiley here. You will get different way making an offer and get the book Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley As recognized, nowadays. Soft data of guides Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley come to be preferred among the viewers. Are you one of them? And also below, we are providing you the new compilation of ours, the Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley.

From the Publisher

Experts with diverse experience in licensing and intellectual property management explain how and where licensing fits into a corporation's organizational structure along with the basics on how to set up and run a licensing department. Presents a practical, hands-on approach to technology licensing and breaks down the numerous factors into manageable topics including technology portfolios, types of licenses and licensing strategies. Provides readers with a standard for existing technology licensing programs and a quick and accessible reference for royalty rate calculations. Features the inside scoop on what the big players in this field--Dow Chemical, Xerox, AT&T are doing.

From the Back Cover

Find out how today's top technology-based companies get the greatest return on their intellectual property, and how you can too.

A total hands-on guide to cutting-edge technology licensing strategies

Russell Parr and Patrick Sullivan, along with a team of distinguished experts working at the frontlines of technology licensing, reveal how today's top technology-based companies are maximizing the value of and return on their intellectual property. They also offer hands-on advice and guidance on how you can do the same in your company. With the help of numerous real-life case studies that demonstrate licensing strategies now used at DuPont, Xerox, Kodak, AlliedSignal, Hewlett-Packard, Dow Chemical, and other industry leaders, they tell you everything you need to know to:

- Determine where technology licensing best fits in your company's overall business strategies
- Establish a successful licensing program tailored to your company's vision and goals
- Create and successfully manage a technology portfolio
- Quickly and easily calculate royalty rates
- Put the lessons learned at top technology-based companies to work in your company

"Technology licensing strategies are now key instruments for accomplishing the corporate visions set forth by future-thinking companies. Look at any corporate mission statement and you will find the seeds of a strategy-based technology licensing program." —Russell Parr and Patrick Sullivan

In today's volatile, hypercompetitive global marketplace, cooperation and the sharing of intellectual property are keys to success. Of course, one of the most valuable forms of intellectual property is technology. More often than not, innovation and increased market penetration are the direct result of combining technologies from a variety of sources. Consequently, many companies have begun to devote more and more of their strategic efforts to discovering the best ways to manage technology so as to maximize value and return. For instance, AT&T has set up an independent business group to manage its intellectual property as a separate profit center, while other companies continue to run licensing through their legal and R&D departments. Which approach makes the most sense for your company, and why? Get the answers to these questions and many others in Technology Licensing.

In this valuable book, Russell Parr and Patrick Sullivan, along with a distinguished team of contributing experts, reveal the licensing strategies now being used at DuPont, Xerox, Hewlett-Packard, Dow Chemical, Kodak, and other top multinational corporations. They also provide practical prescriptions for determining where technology licensing belongs on your organizational chart and for establishing a successful licensing program tailored to your company's vision and goals.

Taking a practical hands-on approach to technology licensing, they tell you what you need to know about:

- Creating and managing technology portfolios
- Types of licenses—with a detailed analysis of the strengths and weaknesses of each in various business contexts
- Successful licensing strategies now used at top technology-based companies
- Royalty rate determination methods
- And more

Drawing upon the expertise of those on the frontlines of technology licensing, Technology Licensing tells you how today's top technology-based firms maximize the value of their intellectual property and how your company can too.

About the Author About the editors

RUSSELL L. PARR, CFA, ASA, is a Senior Vice President of AUS Consultants, where he assesses the value of intellectual property and advises his clients about the investment value of patents, trademarks, and copyrights. A sampling of his clients includes AT&T, Battelle, Pfizer, Silicon Graphics, TRW, and Exide Corp. He is the author of Intellectual Property: Licensing and Joint Venture Profit Strategies and three other books, and publisher of Licensing Economics Review. Mr. Parr holds an MBA and a BS in electrical engineering and is working toward a PhD in international business strategies.

PATRICK H. SULLIVAN, PhD, is a founding partner in the ICM Group, a consulting company focused on extracting value from intellectual capital. He also develops business, financial, and technology strategies for technology-based enterprises and values intellectual assets for business and management use. A sampling of his clients includes Dow Chemical, Xerox, NASA, General Motors, the University of Chicago, and Stanford University. He is also affiliated with Law & Economics Consulting Group, an expert testimony firm. Dr. Sullivan has an undergraduate degree in engineering, a master's in R&D management, and a doctorate in business administration.

<u>Download: TECHNOLOGY LICENSING: CORPORATE STRATEGIES FOR MAXIMIZING VALUE</u> FROM BRAND: WILEY PDF

Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley. Modification your practice to put up or squander the time to just talk with your buddies. It is done by your everyday, don't you really feel burnt out? Currently, we will certainly show you the new practice that, actually it's a very old routine to do that could make your life much more qualified. When feeling bored of constantly chatting with your pals all spare time, you can discover the book entitle Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley and then read it.

Maintain your way to be below and read this resource completed. You can enjoy looking guide *Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley* that you truly refer to get. Right here, obtaining the soft file of the book Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley can be done effortlessly by downloading and install in the web link resource that we supply below. Certainly, the Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley will be yours earlier. It's no have to get ready for the book Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley to receive some days later on after buying. It's no have to go outside under the warms at center day to visit the book store.

This is some of the advantages to take when being the participant and obtain guide Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley here. Still ask exactly what's various of the various other site? We provide the hundreds titles that are produced by recommended writers as well as publishers, around the globe. The connect to purchase and also download and install Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley is likewise very easy. You might not find the complicated site that order to do more. So, the way for you to get this <u>Technology Licensing</u>: <u>Corporate Strategies For Maximizing Value From Brand</u>: <u>Wiley</u> will be so simple, will not you?

Find out how today's top technology-based companies get the greatest return on their intellectual property, and how you can too.

A total hands-on guide to cutting-edge technology licensing strategies

Russell Parr and Patrick Sullivan, along with a team of distinguished experts working at the frontlines of technology licensing, reveal how today's top technology-based companies are maximizing the value of and return on their intellectual property. They also offer hands-on advice and guidance on how you can do the same in your company. With the help of numerous real-life case studies that demonstrate licensing strategies now used at DuPont, Xerox, Kodak, AlliedSignal, Hewlett-Packard, Dow Chemical, and other industry leaders, they tell you everything you need to know to:

- * Determine where technology licensing best fits in your company's overall business strategies
- * Establish a successful licensing program tailored to your company's vision and goals
- * Create and successfully manage a technology portfolio
- * Quickly and easily calculate royalty rates
- * Put the lessons learned at top technology-based companies to work in your company

"Technology licensing strategies are now key instruments for accomplishing the corporate visions set forth by future-thinking companies. Look at any corporate mission statement and you will find the seeds of a strategy-based technology licensing program." --Russell Parr and Patrick Sullivan

In today's volatile, hypercompetitive global marketplace, cooperation and the sharing of intellectual property are keys to success. Of course, one of the most valuable forms of intellectual property is technology. More often than not, innovation and increased market penetration are the direct result of combining technologies from a variety of sources. Consequently, many companies have begun to devote more and more of their strategic efforts to discovering the best ways to manage technology so as to maximize value and return. For instance, AT&T has set up an independent business group to manage its intellectual property as a separate profit center, while other companies continue to run licensing through their legal and R&D departments. Which approach makes the most sense for your company, and why? Get the answers to these questions and many others in Technology Licensing.

In this valuable book, Russell Parr and Patrick Sullivan, along with a distinguished team of contributing experts, reveal the licensing strategies now being used at DuPont, Xerox, Hewlett-Packard, Dow Chemical, Kodak, and other top multinational corporations. They also provide practical prescriptions for determining where technology licensing belongs on your organizational chart and for establishing a successful licensing program tailored to your company's vision and goals.

Taking a practical hands-on approach to technology licensing, they tell you what you need to know about:

* Creating and managing technology portfolios

- * Types of licenses--with a detailed analysis of the strengths and weaknesses of each in various business contexts
- * Successful licensing strategies now used at top technology-based companies
- * Royalty rate determination methods
- * And more

Drawing upon the expertise of those on the frontlines of technology licensing, Technology Licensing tells you how today's top technology-based firms maximize the value of their intellectual property and how your company can too.

• Sales Rank: #1910944 in Books

Brand: WileyPublished on: 1996-08-28Original language: English

• Number of items: 1

• Dimensions: 9.53" h x 1.02" w x 6.38" l, 1.46 pounds

• Binding: Hardcover

• 320 pages

Features

Used Book in Good Condition

From the Publisher

Experts with diverse experience in licensing and intellectual property management explain how and where licensing fits into a corporation's organizational structure along with the basics on how to set up and run a licensing department. Presents a practical, hands-on approach to technology licensing and breaks down the numerous factors into manageable topics including technology portfolios, types of licenses and licensing strategies. Provides readers with a standard for existing technology licensing programs and a quick and accessible reference for royalty rate calculations. Features the inside scoop on what the big players in this field--Dow Chemical, Xerox, AT&T are doing.

From the Back Cover

Find out how today's top technology-based companies get the greatest return on their intellectual property, and how you can too.

A total hands-on guide to cutting-edge technology licensing strategies

Russell Parr and Patrick Sullivan, along with a team of distinguished experts working at the frontlines of technology licensing, reveal how today's top technology-based companies are maximizing the value of and return on their intellectual property. They also offer hands-on advice and guidance on how you can do the same in your company. With the help of numerous real-life case studies that demonstrate licensing strategies now used at DuPont, Xerox, Kodak, AlliedSignal, Hewlett-Packard, Dow Chemical, and other industry leaders, they tell you everything you need to know to:

- Determine where technology licensing best fits in your company's overall business strategies
- Establish a successful licensing program tailored to your company's vision and goals
- Create and successfully manage a technology portfolio
- Quickly and easily calculate royalty rates
- Put the lessons learned at top technology-based companies to work in your company

"Technology licensing strategies are now key instruments for accomplishing the corporate visions set forth by future-thinking companies. Look at any corporate mission statement and you will find the seeds of a strategy-based technology licensing program." —Russell Parr and Patrick Sullivan

In today's volatile, hypercompetitive global marketplace, cooperation and the sharing of intellectual property are keys to success. Of course, one of the most valuable forms of intellectual property is technology. More often than not, innovation and increased market penetration are the direct result of combining technologies from a variety of sources. Consequently, many companies have begun to devote more and more of their strategic efforts to discovering the best ways to manage technology so as to maximize value and return. For instance, AT&T has set up an independent business group to manage its intellectual property as a separate profit center, while other companies continue to run licensing through their legal and R&D departments. Which approach makes the most sense for your company, and why? Get the answers to these questions and many others in Technology Licensing.

In this valuable book, Russell Parr and Patrick Sullivan, along with a distinguished team of contributing experts, reveal the licensing strategies now being used at DuPont, Xerox, Hewlett-Packard, Dow Chemical, Kodak, and other top multinational corporations. They also provide practical prescriptions for determining where technology licensing belongs on your organizational chart and for establishing a successful licensing program tailored to your company's vision and goals.

Taking a practical hands-on approach to technology licensing, they tell you what you need to know about:

- Creating and managing technology portfolios
- Types of licenses—with a detailed analysis of the strengths and weaknesses of each in various business contexts
- Successful licensing strategies now used at top technology-based companies
- Royalty rate determination methods
- · And more

Drawing upon the expertise of those on the frontlines of technology licensing, Technology Licensing tells you how today's top technology-based firms maximize the value of their intellectual property and how your company can too.

About the Author About the editors

RUSSELL L. PARR, CFA, ASA, is a Senior Vice President of AUS Consultants, where he assesses the value of intellectual property and advises his clients about the investment value of patents, trademarks, and copyrights. A sampling of his clients includes AT&T, Battelle, Pfizer, Silicon Graphics, TRW, and Exide Corp. He is the author of Intellectual Property: Licensing and Joint Venture Profit Strategies and three other books, and publisher of Licensing Economics Review. Mr. Parr holds an MBA and a BS in electrical engineering and is working toward a PhD in international business strategies.

PATRICK H. SULLIVAN, PhD, is a founding partner in the ICM Group, a consulting company focused on extracting value from intellectual capital. He also develops business, financial, and technology strategies for technology-based enterprises and values intellectual assets for business and management use. A sampling of his clients includes Dow Chemical, Xerox, NASA, General Motors, the University of Chicago, and Stanford University. He is also affiliated with Law & Economics Consulting Group, an expert testimony firm. Dr. Sullivan has an undergraduate degree in engineering, a master's in R&D management, and a doctorate in

business administration.

Most helpful customer reviews

0 of 1 people found the following review helpful. Excellent book! By Marina Serdyuk Bought it for my husband, he says Excellent book!

See all 1 customer reviews...

Based on the **Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley** details that our company offer, you may not be so confused to be below and also to be participant. Get currently the soft file of this book Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley and also wait to be your own. You saving can lead you to evoke the ease of you in reading this book Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley Even this is types of soft documents. You can really make better opportunity to obtain this Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley as the recommended book to read.

From the Publisher

Experts with diverse experience in licensing and intellectual property management explain how and where licensing fits into a corporation's organizational structure along with the basics on how to set up and run a licensing department. Presents a practical, hands-on approach to technology licensing and breaks down the numerous factors into manageable topics including technology portfolios, types of licenses and licensing strategies. Provides readers with a standard for existing technology licensing programs and a quick and accessible reference for royalty rate calculations. Features the inside scoop on what the big players in this field--Dow Chemical, Xerox, AT&T are doing.

From the Back Cover

Find out how today's top technology-based companies get the greatest return on their intellectual property, and how you can too.

A total hands-on guide to cutting-edge technology licensing strategies

Russell Parr and Patrick Sullivan, along with a team of distinguished experts working at the frontlines of technology licensing, reveal how today's top technology-based companies are maximizing the value of and return on their intellectual property. They also offer hands-on advice and guidance on how you can do the same in your company. With the help of numerous real-life case studies that demonstrate licensing strategies now used at DuPont, Xerox, Kodak, AlliedSignal, Hewlett-Packard, Dow Chemical, and other industry leaders, they tell you everything you need to know to:

- Determine where technology licensing best fits in your company's overall business strategies
- Establish a successful licensing program tailored to your company's vision and goals
- Create and successfully manage a technology portfolio
- Quickly and easily calculate royalty rates
- Put the lessons learned at top technology-based companies to work in your company

"Technology licensing strategies are now key instruments for accomplishing the corporate visions set forth by future-thinking companies. Look at any corporate mission statement and you will find the seeds of a strategy-based technology licensing program." —Russell Parr and Patrick Sullivan

In today's volatile, hypercompetitive global marketplace, cooperation and the sharing of intellectual property are keys to success. Of course, one of the most valuable forms of intellectual property is technology. More often than not, innovation and increased market penetration are the direct result of combining technologies

from a variety of sources. Consequently, many companies have begun to devote more and more of their strategic efforts to discovering the best ways to manage technology so as to maximize value and return. For instance, AT&T has set up an independent business group to manage its intellectual property as a separate profit center, while other companies continue to run licensing through their legal and R&D departments. Which approach makes the most sense for your company, and why? Get the answers to these questions and many others in Technology Licensing.

In this valuable book, Russell Parr and Patrick Sullivan, along with a distinguished team of contributing experts, reveal the licensing strategies now being used at DuPont, Xerox, Hewlett-Packard, Dow Chemical, Kodak, and other top multinational corporations. They also provide practical prescriptions for determining where technology licensing belongs on your organizational chart and for establishing a successful licensing program tailored to your company's vision and goals.

Taking a practical hands-on approach to technology licensing, they tell you what you need to know about:

- Creating and managing technology portfolios
- Types of licenses—with a detailed analysis of the strengths and weaknesses of each in various business contexts
- Successful licensing strategies now used at top technology-based companies
- Royalty rate determination methods
- And more

Drawing upon the expertise of those on the frontlines of technology licensing, Technology Licensing tells you how today's top technology-based firms maximize the value of their intellectual property and how your company can too.

About the Author About the editors

RUSSELL L. PARR, CFA, ASA, is a Senior Vice President of AUS Consultants, where he assesses the value of intellectual property and advises his clients about the investment value of patents, trademarks, and copyrights. A sampling of his clients includes AT&T, Battelle, Pfizer, Silicon Graphics, TRW, and Exide Corp. He is the author of Intellectual Property: Licensing and Joint Venture Profit Strategies and three other books, and publisher of Licensing Economics Review. Mr. Parr holds an MBA and a BS in electrical engineering and is working toward a PhD in international business strategies.

PATRICK H. SULLIVAN, PhD, is a founding partner in the ICM Group, a consulting company focused on extracting value from intellectual capital. He also develops business, financial, and technology strategies for technology-based enterprises and values intellectual assets for business and management use. A sampling of his clients includes Dow Chemical, Xerox, NASA, General Motors, the University of Chicago, and Stanford University. He is also affiliated with Law & Economics Consulting Group, an expert testimony firm. Dr. Sullivan has an undergraduate degree in engineering, a master's in R&D management, and a doctorate in business administration.

Why must select the inconvenience one if there is easy? Get the profit by getting the book **Technology Licensing: Corporate Strategies For Maximizing Value From Brand:** Wiley here. You will get different way making an offer and get the book Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley As recognized, nowadays. Soft data of guides Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley come to be preferred among the viewers. Are you one

of them? And also below we are moviding you the new committee of own the Tachnalogy Linearies.
of them? And also below, we are providing you the new compilation of ours, the Technology Licensing: Corporate Strategies For Maximizing Value From Brand: Wiley.