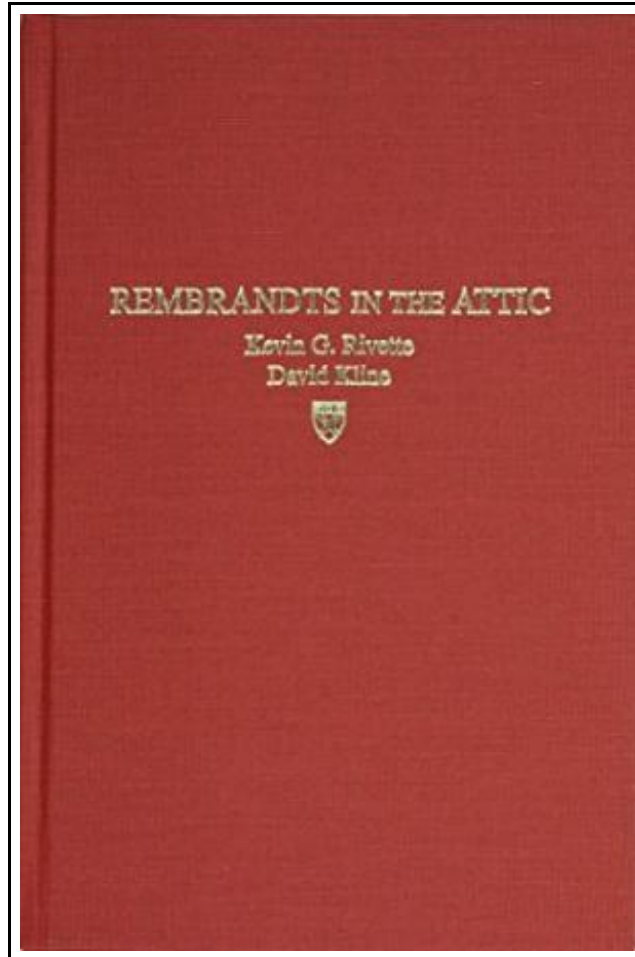


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REMBRANDTS IN THE ATTIC: UNLOCKING THE HIDDEN VALUE OF PATENTS (HARDBACK)



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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 concepts that they need to be in business in the first place. Rembrandts in the Attic lifts the veil of secrecy surrounding the use of patents in business competition today, showing how some of the world s most successful firms - market leaders such as Intel and Microsoft, Lucent and Gillette, IBM, and - have used patents to capture and defend markets, outflank rivals, boost bottom-line revenues and shareholder return, and enhance the commercial success of their enterprises. Rembrandts in the Attic is a superb strategy guide that demonstrates the cross-functional value companies can gain by using patents and the...

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