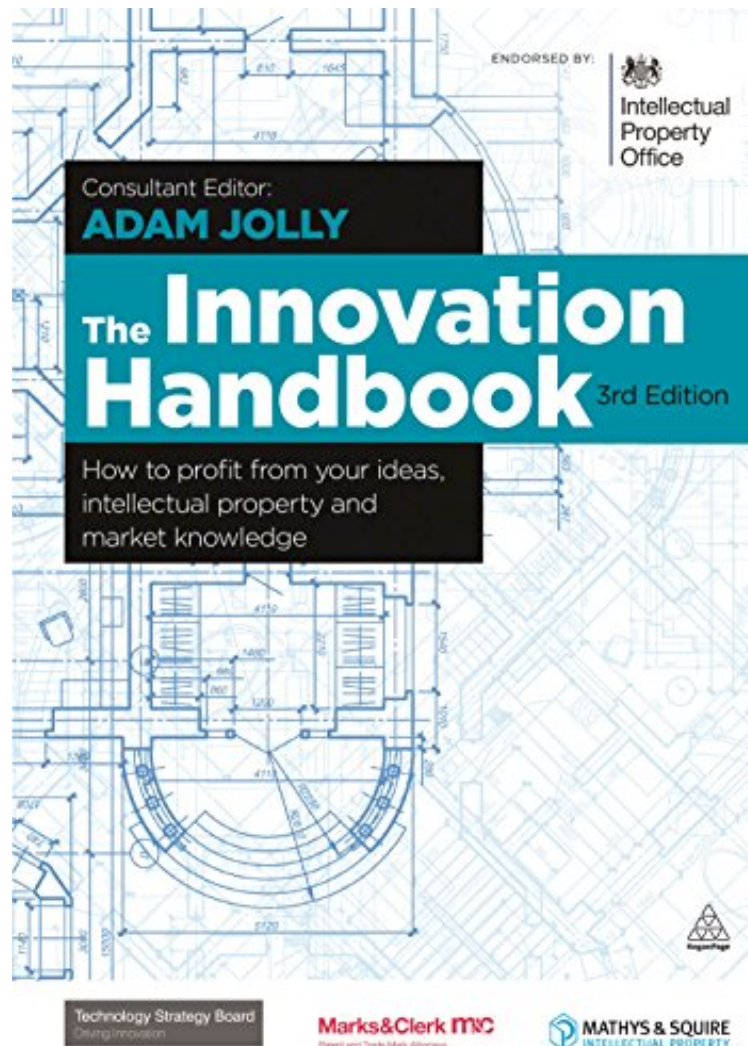


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The Innovation Handbook: How to Profit from Your Ideas, Intellectual Property and Market Knowledge

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In fast-moving markets, no organization can expect to identify and keep the best ideas by working in isolation; innovation is now running on an open model, with input from a variety of disciplines and sources, including employees, suppliers, customers and clients. The Innovation Handbook explores how individuals and companies can stimulate new innovation and protect their best ideas in a competitive and aggressive marketplace. This book is divided into twelve sections: the innovation premium, moving up the value chain, forms of innovation, sources of innovation, new frontiers, the creative organization, an open search for ideas, commercialization models, IP fit for purpose, contract negotiation, funding innovation and what to do when a product is copied. Designed as a practical guide to the effective management of ideas and knowledge, The Innovation Handbook is aimed at leaders of organizations who want to move ahead of their competitors and offer new sources of value to their customers. Drawing on a wide range of expert opinion in strategy, design, technology, brands, intellectual property, finance, marketing and management, the book discusses how to best combine an open search for potential winners with procedures that capture, protect and enhance their full value.

Praise for the previous editions: "[A] guide for businesses in crafting new and innovative ideas, and more importantly, putting those new and innovative ideas to good use. With a business approach to the many aspects of developing something from an innovation to a possible hot success, it leads entrepreneurs through every step. 'The Innovation Handbook' is very much worth reading for anyone whose business relies on developing new ideas." --Midwest Book
Entrepreneurs, managers, RD specialists