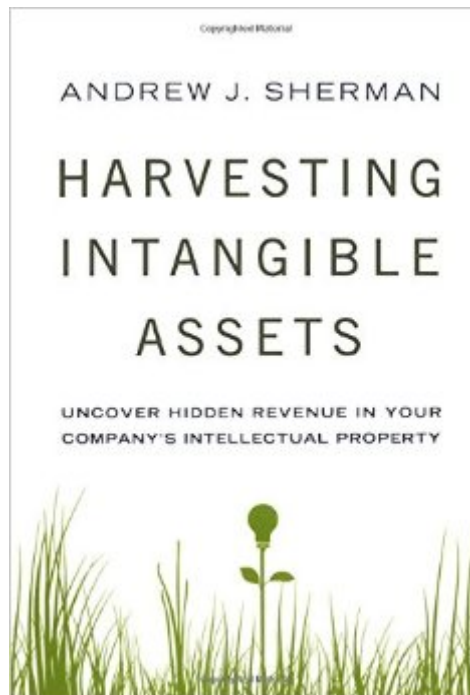


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# Harvesting Intangible Assets: Uncover Hidden Revenue In Your Company's Intellectual Property



## Synopsis

Whether you call it "harvesting intangible assets" or "intellectual property management," organizations must make the most of everything they have to offer if they want to remain competitive. Yet, the majority of companies are oblivious to the wealth of revenue-producing opportunities hiding just below the strategic surface. In this thought-provoking book, author Andrew J. Sherman shares insights and expertise gleaned from his work with some of the world's leading companies who have capitalized on intellectual assets such as patents, trademarks, customer information, software codes, databases, business models, home-grown processes, and employee expertise. Featuring instructive examples from organizations including Proctor & Gamble, IBM, and Google, the book reveals how companies large or small can implement IP-driven growth and licensing strategies, foster a culture of innovation, turn R&D into revenue, and much more. Smart companies reap what they sow. This book gives readers the tools they need for a profitable harvest.

## Book Information

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## Customer Reviews

Add "Harvesting Intangible Assets" to the top of your reading list. Informative and entertaining, Andrew Sherman provides an invaluable resource for business and thought leaders ready to discover and unleash the latent value of their company's intellectual capital assets. Utilizing practical insights, instructive real-world examples, and illustrative guidelines and charts, Andrew shares his foresight into why cultivating an innovative company culture and effectively leveraging intangible assets and intellectual property will define the next generation of successful global enterprises. By

the final chapter, you will understand both why and how to implement strategies to gain (or retain) a strategic competitive advantage in our increasingly information-centric and intangible asset-driven global society. As a Gen-Y professional, I found that the book's agrarian/farmer metaphor offers a resounding emphasis of the value of hard work and committing to long-term strategic planning - a careful reminder of the principles adhered to by our forefathers. I have already recommended this book to a number of friends and colleagues, and I know that you will not be disappointed with the practical take-away knowledge that Andrew Sherman shares in "Harvesting Intangible Assets." Let this book open your eyes and discover the 'Picasso in your basement.'

Sherman has written some excellent books, and this one is no exception. Whether you are an entrepreneur, investor, board member, or advisor, this book is a very practical and insightful read on IP and how to leverage it. Highly recommend.

Sherman's book, *Harvesting Intangible Assets*, is equally applicable to the entrepreneur as it is the Fortune 100 CEO. In today's economic environment, organizations must constantly seek new ways to remain competitive. Sherman points out that organizations often have underutilized assets that are exactly what they need to remain competitive. He educates readers on how to recognize and then harvest these assets. The book forces readers into outside of the box thinking that will surely be of great benefit to them. Truly 5 stars!

*Harvesting Intangible Assets: Uncover Hidden Revenue in Your Company's Intellectual Property* Andrew Sherman's book...I recommend that you - (a) scan it, (b) read it, and (c) keep it on your reference shelf. Along with being the father of modern philosophy, and of modern geometry, Descartes might be credited as the father of intellectual property management ("I think, therefore, I am."). He was certainly one of the key figures in 17th Century rationalism. If Descartes were around today, he might use Andrew Sherman's "Harvesting Intangible Assets" as a reference book. In this one book, Sherman has combined an excellent set of best practices, along with case studies, and a resource list. When the history of post-Internet capitalism is written, how well startups and well-established companies have developed and harvested their IP will be a critical chapter. Sherman is probably working on it now.

In this innovation-driven economy, this book is a must-read! Andrew takes a pretty complex topic and, presenting it with useful examples (like 3M's Seven Pillars of Intrapreneurship on page 65) and

pragmatic insight (12 Ways to Avoid Pilot Project Crashes on page 135), makes it understandable without "dumbing it down". He shows in clear terms how to leverage intellectual property as a competitive weapon, whether you created the IP or someone else did. Although he focuses a great deal on large companies, current and aspiring entrepreneurs could greatly benefit from the insights, processes, and outlines provided in this book.

At a time when corporate leaders are struggling to drive shareholder value, lawyer and strategist Andrew J. Sherman has delivered a road map for harvesting the company's intangibles. This book draws on core principles of our agrarian roots to offer lessons applicable to both entrepreneurs and leaders of Fortune 500 companies alike. The book is chock filled with best practices, case studies and insights assured to produce a bountiful harvest!

Andrew Sherman's book, *Harvesting Intangible Assets*, is a must read for any IP (Intellectual Property) user, engineer, R&D engineer, patent attorney or consultant looking to energize their ideas, processes and approaches for creating and/or acquiring IP while maintaining and creating a culture of innovation. Giving analogies and stories learned from farming with his father, Morris Sherman, Andrew Sherman applies simple and compelling approaches to make the reader think; two of these include looking at your product/IP/inventions as a tomato for finding new methods on a "go-to-market" strategy and challenging the reader on ways to create an innovation-driven and leadership model with questions on how to make a difference. Sherman's models continue throughout the book, including noting the four skills and functions within an "Intellectual Capital Agrarian Team". It describes what's needed to reap the benefits of a good harvest: 1) What comprises a good LAND OWNER, 2) How to create and foster the PLANTERS, 3) What does it take to be a good HARVESTER, and 4) Why you need to solid and predictable FARM MANAGER. The examples and content are outstanding. So if you're looking for that one book to guide you on how to find IP & processes to drive growth with innovation, I'd encourage you to take the time to read Andrew Sherman's new book. Joe Dury, Director IP & Semiconductor Practice Lead Kalypso, LP

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