

The Innovation Handbook: How to Develop, Manage and Protect Your Most Profitable Ideas



The Innovation Handbook provides a British perspective on how leaders can move their organization ahead of their competitors and offer new sources of value to their customers. Drawing on a wide range of experience and expertise in strategy, technology, brands, intellectual property, finance, marketing and management, it discusses how best to combine an open search for winning ideas with a process that captures their full value. Included are advertisements from universities, science parks fostering innovation and a number of specialist companies dealing with intellectual property management.

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