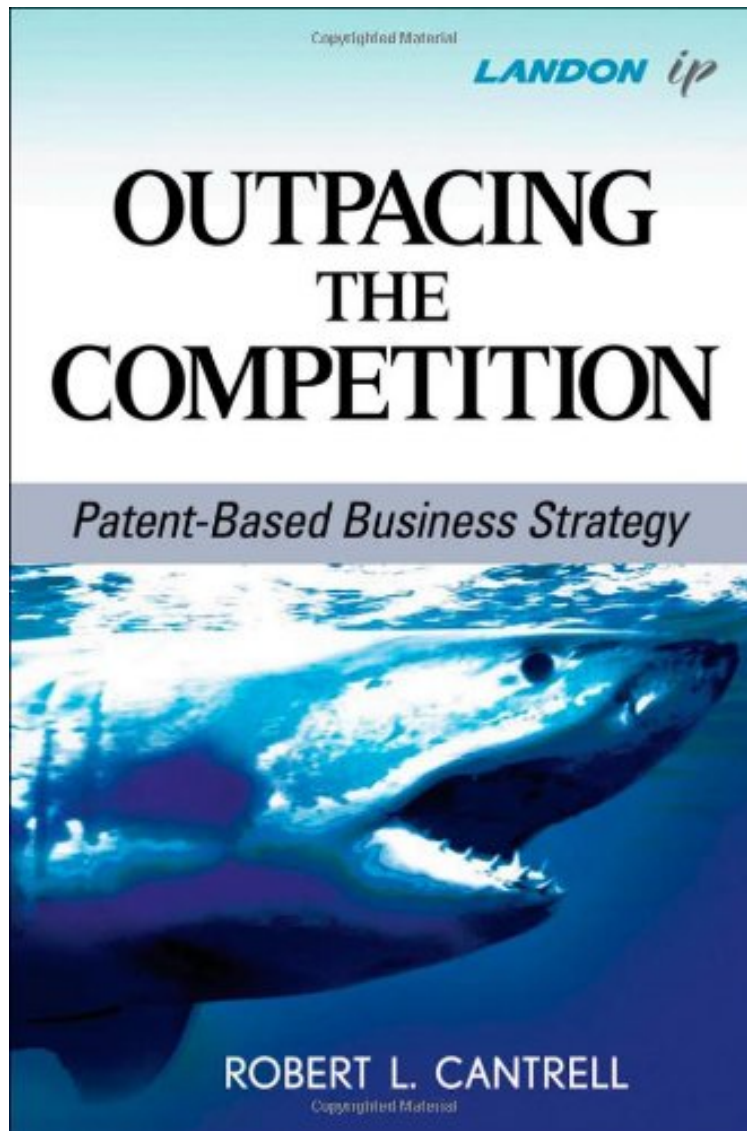


(Get free) Outpacing the Competition: Patent-Based Business Strategy

Outpacing the Competition: Patent-Based Business Strategy

Robert L. Cantrell

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Robert L. Cantrell : Outpacing the Competition: Patent-Based Business Strategy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Outpacing the Competition: Patent-Based Business Strategy:

8 of 10 people found the following review helpful. Read this book to help you be a patent savvy manager! By Jeff Lippincott Strategy books are hard to write. In fact, there have not really been any strategic planning books I have read that I particularly fell in love with. Sure, there have been a number of them that cover the ground on the subject, but

none that stand out as masterpieces. The instant book being reviewed is no exception. It has nine chapters and an appendix as follows: 1. Strategy defined 2. Decision cycle 3. Assess 4. Decide 5. Act 6. Connecting the loop 7. Two imperatives 8. High-temp patent strategy 9. Conclusion

A. IP strategy boarding scenario play

Included in this book are numerous case studies and real-world anecdotes. You will learn about the business dynamics behind patentable assets. So if your company creates, acquires, advances, and/or defends IP rights, then this book is for you. If your company relies on its patents for competitive advantage or showing profits, then this book is definitely for you. If you need to be able to spot and protect valuable innovations in your company, then this book is for you. And if you need to be able to see and understand the tough new realities regarding IP that could make or break your business, then this book is for you. It will help you think as a strategist. It will help you perform as a strategist. And it will help you be a patent savvy manager. 4 stars!

Three other books I have read and posted reviews on and I highly recommend you read along with this book are: Patent Savvy for Managers: Spot Protect Valuable Innovations in Your Company Intellectual Property: The Tough New Realities That Could Make or Break Your Business Intellectual Property: Profiting from Ideas in an Age of Global Innovation

Praise for Outpacing the Competition Patent-Based Business Strategy "Outpacing the Competition provides a useful IP management framework for rapidly evolving and inherently unpredictable RD environments where companies are partners, customers, and competitors at the same time." Marshall Phelps, Corporate Vice President for IP Policy Strategy, Microsoft "Robert Cantrell's book Outpacing the Competition: Patent-Based Business Strategy? should be read by anyone involved in the practice of litigating or licensing patent rights or policymakers responsible for patent issues. Mr. Cantrell provides a cogent approach for applying decisional methodology and game theory to enhance the utilization and understanding of patent rights." Bradley J. Olson, Esq., patent attorney, Washington, DC "Robert Cantrell makes a compelling case for using intellectual property as a core for building solid business strategy. He provides a unique and valuable perspective on competitive advantage, as delivered through patent-based business strategy. This is an excellent addition to anyone's business strategy arsenal." Jeff Hovis, Managing Principal, Product Genesis, Innovation Genesis LLC "Robert truly treats patents and related intellectual property as both a weapon and a shield to help the reader use patents to out-manuever global competitors of all kinds: the low-cost producer, the high-end innovator, etc. CEOs, attorneys, business and engineering professionals and the like will enjoy the military imagery and flavor provided by Robert. Thanks for clarifying how critical it is to have an understanding of patents in running a truly competitive global business today." Jos W. Jimenez, Esq., Chief Intellectual Property Officer, AMS Research Corporation

"is a book written for business-people and attorneys who are charged with developing business opportunities using practical patent strategies. We highly recommend that you read Outpacing the Competition. You are sure to walk away with insights into business action that go well beyond just intellectual property strategies." (Patentbaristas.com, 7/23/09)

From the Inside Flap

In the field of patents, there are still innumerable treasures that have not been unearthed; they are hidden in the patent files of a company, or more likely, in the minds of brilliant researchers waiting for the right connection of ideas and support. Taking the mystery out of patent strategy for business management, Outpacing the Competition explores the business dynamics behind creating, acquiring, advancing, and defending patentable assets. Revealing the dynamics central to winning the competition for ideas and relationships through which companies derive successful products, this innovative book puts patentable assets, the core value of technology companies, at the center of a broader business strategy discussion. Combining business strategy with legal and classical strategy, Outpacing the Competition makes it clear how professionals can and should integrate patents into all aspects of business strategy in order for an organization to achieve its full financial potential, with discussion of:

- Emergent treasures: the creation and acquisition of valuable inventions from bright people
- Ways to organize and use non-obvious advantages from the point of view of patent strategy
- The ongoing decision cycle of assessment, decision, and action
- The race of decision cycles in determining business tempo
- Patents as a key driver of business growth for companies
- The proven strategy models that illustrate how patents work

Filled with case studies and real-world anecdotes, this strategic guide equips professionals with tools to cultivate, grow, and guard their patents, and breaks down three key learning points about patent strategy: understanding what patent strategy is, winning the race of decision cycles, and mastering the interplay of interaction and isolation that occurs between companies through patent transactions and enforcement. Patents provide a brief window of opportunity for companies to enforce the exclusivity of their inventions before competitors are able to imitate their ideas. As the most quantifiable of intellectual property assets, patents are the cornerstone of a new type of business strategy that, while practiced, has not been adequately described. Until now. Required reading for business professionals and attorneys, Outpacing the Competition delivers much-needed guidance in developing business strategy that leverages the competitive advantages afforded by patents.

About the Author ROBERT L. CANTRELL is a professional strategist and Director of Consulting at Landon IP, Inc. He has managed multiple consulting and analytical engagements across a wide range of technology sectors that include the communications, electronics, medical devices, pharmaceuticals, energy, and consumer goods fields.

For Landon IP customers, Mr. Cantrell manages patent analytical projects, innovation and IP strategy sessions, and advanced training courses. He is on the faculty of Patent Resources Group (PRG), the leading provider of advanced patent education to the legal and business communities. His core expertise in classical strategy has been proven to have wide applicability across many professional disciplines.