

Patents And Strategic Inventing: The Corporate Inventor's Guide To Creating Sustainable Competitive Advantage - Nicholas Nissing

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A true originalthe first practical guide to patents written specifically for corporate scientists, engineers, and product developersPatents and Strategic Inventing spells out exactly what a typical corporate inventor needs to know about patents and patent strategy, as well as how these topics can be used to guide the creation of new products. It explains in clear, easy-to-understand language how to secure patents that deliver the most possible value to the organization and build legal protections into properties from the outset.Nicholas Nissing was an inventor at Procter & Gamble, founded the consulting firm Luminosity LLC, which focused on new product development and patent strategy for large corporations, and is currently the Biotech Competitive Strategy Lead at the Monsanto Company and an adjunct professor at Washington University.Author: Nissing, Nicholas Publisher: McGraw-Hill Illustration: N Language: ENG Title: Patents and Strategic Inventing: The Corporate Inventor's Guide to Creating Sustainable Competitive Advantage Pages: 00256 (Encrypted EPUB) / 00256 (Encrypted PDF) On Sale: 2012-09-08 SKU-13/ISBN: 9780071783866 Category: Business & Economics : Development - Business Development

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