



# Making Innovation Pay: People Who Turn IP Into Shareholder Value

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Many companies and executives talk about patents, but few can demonstrate significant returns from them. Who are the elite companies and managers that have created wealth and profit from IP rights, and how have they done it? What do they advise others do to achieve higher profit margins, better returns on costly R&D, and increased shareholder value? This reader-friendly book focuses on ten companies and managers/advisors who have successfully implemented wealth-generating patent programs--and shows you how you can do it too.



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