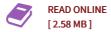




The BIG and Easy Guide to Take a Bright Idea from Drawing Board to Successful Revenue: Intellectual Property Management Made Simple (Paperback)

By Rob Lucas

Prophecy Publishing, United Kingdom, 2008. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The Search is Over! The BIG. is the complete, defining book on taking an idea from the most basic drawing and hand-holding the reader at each stage of the intellectual property development and management process through to commercialisation, AVOIDING MANY POSSIBLE COSTLY MISTAKES ALONG THE WAY! Written in a matter-of-fact way, The BIG. has been highly acclaimed, by businesses, universities, national institutuions and business advisors alike. Packed with 220 pages of information and case studies, The BIG. is written in a matter of fact way; no legal or technical jargon; just a straight forward, practical and easy-toread book on everything you will need to know in developing and comercialising an idea. The BIG. is ideal for would-be entrepreneurs, students and acadmics, those working in large corporate concerns, business intermediaries and financial advisors. Whether you are an aspiring inventor working from home or in the RD department of a major institution, this book is an essential read. I know of no other book like it Dr John Beacham CBE; DSc; FRSC Former Senior Innovation Advisor to the UK government s Department of Trade...



Reviews

Most of these publication is the perfect ebook accessible. It is amongst the most awesome publication i have got read through. You wont truly feel monotony at whenever you want of the time (that's what catalogs are for regarding in the event you request me). -- **Prof. Edgar Kshlerin**

It is easy in study safer to comprehend. It can be writter in basic phrases and never confusing. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Emmitt Harber