



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 institutions 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-to-read book on everything you will need to know in developing and commercialising an idea. The BIG. is ideal for would-be entrepreneurs, students and academics, 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...



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