

: How to Transform Ideas into Assets That Multiply Y

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Synopsis

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Could your business be worth five times more? The Fortune 500 know the secret. The largest companies in your industry do, too. Your competition may also be leveraging it. So why aren't you? The number one multiplier effect of any business is intellectual property - patents, trademarks, copyrights, trade secrets, servicemarks, and the people who create all of them. In most businesses, the most valuable asset - employees who make things and solve problems - walk out the door everyday. So then how do you capture the value of those ideas and convert them into assets? *The IP Miracle* is the first book to reveal the path to capturing your business ideas and creating assets that multiply the value of your business. A company with patents, trademarks, and copyrights can be worth five times as much as a similar business that is ignoring intellectual property. Because IP provides a limited monopoly - the right to exclude competition from your market. *The IP Miracle* demystifies the legal fog that shrouds your hidden assets so you can:

- Create a barrier to your competition
- Attract investors and potential buyers
- Demonstrate market leadership
- Differentiate you as the best
- Draw innovative employees and customers
- Multiply the valuation of your business
- Stand out and create lasting customer recognition

Whether you're a startup or a serial entrepreneur, an individual investor or a fund with portfolio companies, this book will lead you to accelerated growth and commercial impact using IP assets. A practical guide to turning ideas into intellectual property to grow your business.

Reader's comments

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