



Einstein in the Boardroom: Moving Beyond Intellectual Capital to I-Stuff

Suzanne S. Harrison, Patrick H. Sullivan

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Capitalize on Your Company's Intangible Assets...

Leading Companies Show You How

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"*Einstein in the Boardroom* is a valuable guide for business managers considering how to leverage intangible assets for profit."

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--**Beatrix de Russe**, Executive Vice President, Licensing and Intellectual Property, Thomson

"*Einstein in the Boardroom* is a must-read for CEOs, CFOs, and board chairs facing the financial governance issues of share price, wealth creation, and value realization. When today's financial management systems may only deal with 20 percent of the value of the firm, Harrison and Sullivan offer a look at what a company can do to successfully create and extract value from the 'other' 80 percent, and they show you how other companies have done it!"

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"Identifying, managing, and leveraging knowledge and intangible assets has enabled Cargill to differentiate itself from its competitors and increase its profitability. Harrison and Sullivan provide a clear perspective on how intangible assets fit within the corporate landscape and how to manage them to increase value for the organization."

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