



## Ideation: The Birth and Death of Ideas

By Douglas Graham, Thomas T. Bachmann

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**Ideation: The Birth and Death of Ideas** By Douglas Graham, Thomas T. Bachmann

Have you ever had a great idea? Did you do anything with it? Don't worry—you are not alone. Most of us have had great ideas but few of us ever do anything about them. *Ideation* will tell you what to do, how to find out if anyone has thought of it before, how to protect, develop, fund, and market it—regardless of whether it's business, creative, or scientific in nature, and regardless of whether you are working in a large corporation or at home.

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## Ideation: The Birth and Death of Ideas By Douglas Graham, Thomas T. Bachmann Bibliography

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## **Editorial Review**

### **From the Inside Flap**

Have you ever had a great idea? Did you do anything with it? Don't worry—you are not alone. Most of us have had great ideas but few of us ever do anything about them. This book will tell you what to do, how to find out if anyone has thought of it before, how to protect, develop, fund, and market it—regardless of whether it's business, creative, or scientific in nature, and regardless of whether you are working in a large corporation or at home.

Great ideas are the foundations of great businesses, but the bureaucratic nature of big business generally stifles the sort of individual creativity that leads to great business ideas. Ideation looks at the importance of innovation as a key driver of business success and posits new ways to encourage and nurture it in today's business environment.

Using case studies and firsthand interviews with innovators past and present, Ideation explores how individuals and companies develop creative ideas and bring them to full fruition. It provides practical, comprehensive advice for managing our big ideas so that we gain the most benefit from them—in our personal lives, our companies, and our society in general.

For business leaders and entrepreneurs, Ideation explores the life cycle of ideas and explains every step of the ideation process. It provides unparalleled guidance on the vital subject of legal protections for ideas—including copyright, trademarks, and patents—and also covers the valuation of intellectual property as well as techniques for effectively marketing ideas to investors and licensees.

With new strategies for building organizations that encourage the kind of creative thinking on which economies thrive, Ideation offers practical guidance on changing slow-moving business behemoths into fleet-footed innovators. Authors Douglas Graham and Thomas Bachmann present a blueprint for the effective management of ideas within the corporate structure, but also share their vision of a true marketplace of ideas in which ideas, capital, and markets are brought together in a global marketplace. This will give ideas a much better chance on their perilous journey from conception to realization. They make the argument that this will be the single most important thing we can do for our global economy and quality of life.

In concert with the Ideation Web site ([ideationregistry.com](http://ideationregistry.com))—which provides practical tools for developing and protecting ideas and also offers access to potential licensees—this vital, comprehensive resource helps individuals and organizations develop good ideas into wealth-producing intellectual property assets. It explores the process of creation from the various perspectives of psychology, finance, economics, and law, offering a comprehensive picture of how ideas are born and best exploited in modern business. Ideas are the basis on which we build our wealth as individuals, organizations, and a society; this book shows us how to nurture those ideas—and reap big rewards.

### **From the Back Cover**

"It is important that we address the management of innovation, and I hope that this book will make an initial contribution to this critical area."

—Carl Icahn

Financier, innovator, and philanthropist

"This book starts this discussion of how we can better help innovation become realized and discusses the profound impact this could have on our economy and our society."

—Sir David Cooksey

Chairman of the Committee of Non-Executive Directors of the Bank of England

"The more we can make a fertile ground for new ideas and innovations the better. The ideas in this book go a long way in showing you how to do this!"

—Lee Iacocca

Former Chairman of Chrysler

"Being engaged for almost a decade in making managers and investors aware of the challenges and potential of intangible investments and the consequent innovation, I welcome a book that brings this message to a broader audience."

—Baruch Lev

Founder and Director, The Intangibles Research Project, New York University

"Too many artists (and businessmen) fail to value their intellectual rights and all lack an efficient means of benefiting from them."

—Ron Altbach

Concert pianist, investment banker, and former member of the Beach Boys

"A challenge is that to commercialize innovation you have to move quickly and be in a continual process of self-obsolescence. You have to keep reinventing your own products."

—Craig Fields

Former Chairman, Defense Science Board and Director, Defense Advanced Research Council (during invention of Internet)

"Each production is an idea that grows and gathers other ideas until the final event. The management of this creative process is the challenge."

—Don Mischer

Event creator and winner of thirteen Emmys

"If we can commercialize just a portion of the defense and intelligence research as suggested, then it is a huge benefit for the taxpayer and society."

—Honorable Ty W. McCoy

Former Acting Secretary of the Air Force and Chairman, Space Transportation Association

#### About the Author

DOUGLAS GRAHAM is CEO and Chairman of Innovation Trust Company, which administers \$8 billion of financial assets and is the first bank to manage intellectual assets as well as financial assets. A former managing director at KPMG consulting, he is an acknowledged expert on intellectual capital and idea valuation and has advised many governments.

THOMAS T. BACHMANN is a leading innovator who operates a multibillion dollar investment company specializing in active and passive investments. He pioneered the practice of trading intellectual property portfolios as equities.

## **Users Review**

### **From reader reviews:**

#### **Thomas West:**

Now a day individuals who Living in the era everywhere everything reachable by connect with the internet and the resources in it can be true or not involve people to be aware of each facts they get. How a lot more to be smart in acquiring any information nowadays? Of course the reply is reading a book. Studying a book can help people out of this uncertainty Information especially this Ideation: The Birth and Death of Ideas book because book offers you rich information and knowledge. Of course the info in this book hundred percent guarantees there is no doubt in it you may already know.

#### **Mark Miller:**

A lot of people always spent their very own free time to vacation or perhaps go to the outside with them household or their friend. Do you know? Many a lot of people spent they will free time just watching TV, or even playing video games all day long. If you want to try to find a new activity honestly, that is look different you can read a book. It is really fun to suit your needs. If you enjoy the book you read you can spent all day long to reading a reserve. The book Ideation: The Birth and Death of Ideas it is very good to read. There are a lot of people who recommended this book. These were enjoying reading this book. In case you did not have enough space to create this book you can buy often the e-book. You can m0ore very easily to read this book from a smart phone. The price is not to cover but this book features high quality.

#### **Louise Suttle:**

Do you have something that you want such as book? The book lovers usually prefer to pick book like comic, quick story and the biggest an example may be novel. Now, why not seeking Ideation: The Birth and Death of Ideas that give your entertainment preference will be satisfied by simply reading this book. Reading routine all over the world can be said as the way for people to know world much better then how they react in the direction of the world. It can't be mentioned constantly that reading practice only for the geeky particular person but for all of you who wants to end up being success person. So , for all of you who want to start looking at as your good habit, you could pick Ideation: The Birth and Death of Ideas become your own personal starter.

#### **Melissa Broussard:**

In this era globalization it is important to someone to get information. The information will make you to definitely understand the condition of the world. The healthiness of the world makes the information quicker to share. You can find a lot of referrals to get information example: internet, paper, book, and soon. You can observe that now, a lot of publisher which print many kinds of book. The book that recommended to you is Ideation: The Birth and Death of Ideas this publication consist a lot of the information on the condition of this world now. That book was represented how do the world has grown up. The words styles that writer require to explain it is easy to understand. The writer made some analysis when he makes this book. Honestly, that is why this book appropriate all of you.

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