

# The Big And Easy Guide To Take A Bright Idea From Drawing Board To Successful Revenue - Rob Lucas

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THE SEARCH IS OVER! "The BIG...", the HIGHLY ACCLAIMED BOOK on taking an idea from the most basic drawing and through each stage of the intellectual property development and management process, is here. An ideal book for would be entrepreneurs, students and academics, large corporate concerns, as well as business intermediaries and financial advisors. 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 just about everything you will need to know. "Whether you are an aspiring inventor working from home or in the R&D 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 and Industry (now the DBERR).

"Having an idea is easy; doing something with it is often so difficult. Rob's book removes the mystery and the barriers, taking you through each stage of the process in an uncomplicated, easy-to-read style"

• Nigel Spencer, Operations and Services Directorate The British Library, London. "If there is a way of avoiding costly mistakes, then this is a defining book. We would recommend that our students and clients read it from front to back before embarking on their next project."

• Peter Ford Head of Design De Montfort University, UK. The author Rob Lucas works to one rule in exploiting intellectual property: "Maximise the opportunity, minimise the risk". His background spans many years in managing a wide range of intellectual property across many industrial and institutional sectors for would be entrepreneurs and companies. Rob's recent creation of the British Library's e-learning courses on developing and managing IP is recognised and used by individuals and professionals around the world. He has advised both regional and central government including the DTI, OSI, DfES and HM Treasury on intellectual property management and innovation strategies. As well as contributing to publications on the subject of idea development and commercialisation, Rob has featured on both TV and radio. Rob's training courses in intellectual property management have become an invaluable tool for both industry and institutions alike.

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