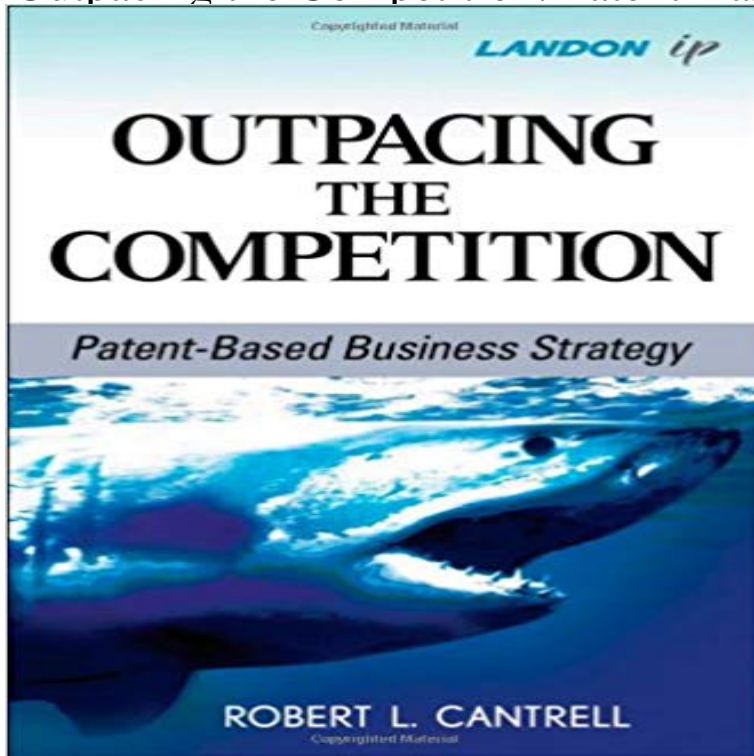


# Outpacing the Competition: Patent-Based Business Strategy



Praise for Outpacing the Competition Patent-Based Business Strategy Outpacing the Competition provides a useful IP management framework for rapidly evolving and inherently unpredictable R&D environments where companies are partners, customers, and competitors at the same time. Marshall Phelps, Corporate Vice President for IP Policy & Strategy, Microsoft Robert Cantrells book Outpacing the Competition: Patent-Based Business Strategy should be read by anyone involved in the practice of litigating or licensing patent rights or policymakers responsible for patent issues. Mr. Cantrell provides a cogent approach for applying decisional methodology and game theory to enhance the utilization and understanding of patent rights. Bradley J. Olson, Esq., patent attorney, Washington, DC Robert Cantrell makes a compelling case for using intellectual property as a core for building solid business strategy. He provides a unique and valuable perspective on competitive advantage, as delivered through patent-based business strategy. This is an excellent addition to anyones business strategy arsenal. Jeff Hovis, Managing Principal, Product Genesis, Innovation Genesis LLC Robert truly treats patents and related intellectual property as both a weapon and a shield to help the reader use patents to out-manuever global competitors of all kindsthe low-cost producer, the high-end innovator, etc. CEOs, attorneys, business and engineering professionals and the like will enjoy the military imagery and flavor provided by Robert. Thanks for clarifying how critical it is to have an understanding of patents in running a truly competitive global business today. Jose W. Jimenez, Esq., Chief Intellectual Property Officer, AMS Research Corporation

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