

Engagement with Management Practise

Over the past decade, we have had the privilege of co-operating with decision-makers from management practise in a variety of ways - as advisers in our areas of specialization, by training executives, and by speaking at corporate events. Our expertise covers management issues ranging from the (functional) management of innovation, over business level strategy, to corporate strategy and organizational design. The spectrum of industries we have been exposed to in our work includes biotechnology, chemistry (basic and applied), legal, machinery public administration, real estate, semiconductors, software, and telecommunications. Below, please find some more information on our prior and current work along these lines.

Industry	Biotechnology	Consumer goods/ Chemistry/Pharmaceuticals	Legal	Machinery	Public sector	Real estate	Semiconductors	Software	Telecommunications
Function									
Innovation management	Evaluating your patent portfolio ¹⁾	Evaluating your patent portfolio ¹⁾			Understanding the managerial use of the intellectual property system ²⁾		Evaluating your patent portfolio ¹⁾		
Business strategy		Aligning your intellectual property and business-level strategy ²⁾	Understanding your client's strategy ^{2,3)}			Understanding strategy Discovering new business models in saturated markets	Understanding strategy Discovering new business models in saturated markets	Managing the risk of hybrid business models ⁴⁾	Understanding strategy Discovering new business models in saturated markets
Organizational design / corporate strategy		Aligning your intellectual property and corporate-level strategy ³⁾ Designing idea selection filters for your organization ⁶⁾	Outsourcing your legal work ⁵⁾	Designing idea selection filters for your organization ⁶⁾					

Further readings upon interest:

- 1) Read Reitzig, M. "Improving Patent Valuation Methods for Management – Validating New Indicators by Analysing Application Rationales", *Research Policy*, 33/6/7 2004, 939-957.
- 2) Read Reitzig, M., "Strategic Management of Intellectual Property," *Sloan Management Review*, Spring 2004, 35-40.
- 3) Read Reitzig, M., "How Executives Can Enhance IP Strategy and Performance," *Sloan Management Review*, Fall 2007, 37-43.
- 4) Read Alexy, O., Reitzig, M., "Managing the Business Risks of 'Open' Innovation," *McKinsey Quarterly*, Winter 2012, 17-21.
- 5) Read Reitzig, M., Wagner, S., "Patently (Un)Clear," *Business Strategy Review*, Spring 2010, 28-33.
- 6) Read Reitzig, M., "Smart Idea Selection – Is Your Company Choosing the Best Innovation Ideas?" *Sloan Management Review*, Summer 2011, 47-52.