



# Proactive Law for Managers

*George Siedel, Helena Haapio*

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## **Proactive Law for Managers** George Siedel, Helena Haapio

Savvy managers no longer look at contracts and the law reactively but use them proactively to reduce their costs, minimize their risks, collaborate to innovate, protect intellectual property, and create value for their customers that is superior to the value offered by competitors. But to achieve competitive advantage managers need a plan. Proactive Law for Managers provides this plan. Equipped with the concepts in the book, managers can innovate in areas that are often neglected - and implement their ideas in a profitable manner. George Siedel and Helena Haapio first discuss the traditional, reactive approach used by many managers when confronted with the law then contrast it with a proactive approach that enables the law and your legal capabilities to be used to prevent problems, promote successful business, and achieve competitive advantage. "Proactive Law for Managers" deals with contracts and contracting, showing their profound impact on business strategy and how you as a manager can design your contracts and contracting processes so that they promote business success and prevent problems. The authors apply four steps to legal issues that relate to various stakeholders. Along with a focus on product liability, including hidden new product opportunities represented by this area of the law, they show how the Manager's Legal Plan enables you to secure access to key talent while avoiding employment pitfalls, how to deal with government regulations, and how intangible assets and intellectual property can be used to seize strategic control of innovations and sustainable strategic advantage. Given the importance of the law to the success of your company shouldn't you be reading Proactive Law for Managers?

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