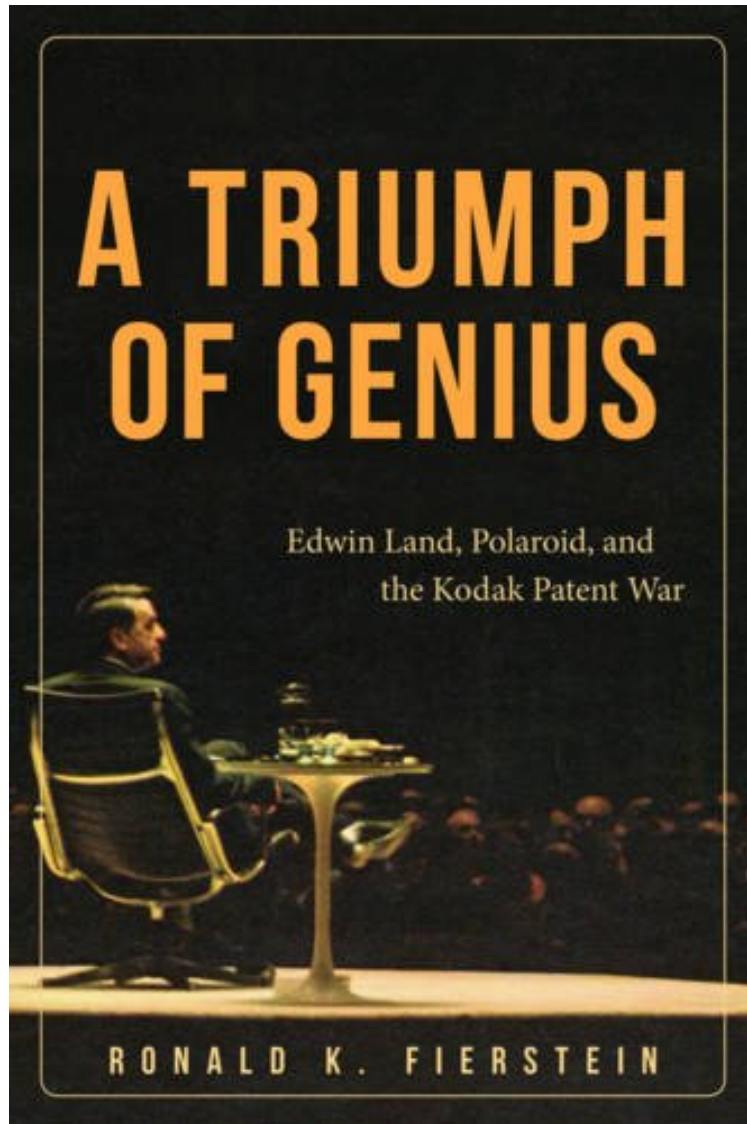


(Read download) A Triumph of Genius: Edwin Land, Polaroid, and the Kodak Patent War

A Triumph of Genius: Edwin Land, Polaroid, and the Kodak Patent War

Ronald K. Fierstein

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Ronald K. Fierstein : A Triumph of Genius: Edwin Land, Polaroid, and the Kodak Patent War before purchasing it in order to gage whether or not it would be worth my time, and all praised A Triumph of Genius: Edwin Land, Polaroid, and the Kodak Patent War:

11 of 11 people found the following review helpful. Interesting and Engrossing!By mcaseyoA wonderful and well-written biographical legal thriller which I thoroughly enjoyed. I highly recommend this book and have told many of

my friends and family about it. The book tells the tale of a man whose work and life continues to influence technological innovation today -- I never knew that one of Steve Jobs biggest heroes was Edwin Land, the inventor of Polaroid!

4 of 4 people found the following review helpful. A company built by a visionary techie in competition with the monarch of photography - a triumph of the U.S. patent system

By Gerry Elman

Having just read Ron Fierstein's riveting work, let me invite you to return with us now to those thrilling days of yesteryear, when photographs were captured on film, and "instant photography" had just been pioneered by Edwin Land's Polaroid Corporation.

Fierstein's work profiles a company built by a visionary techie in competition with the reigning monarch of photography, Kodak of the Yellow Box. It will be instructive to those who aspire to chart the path of businesses that battle for hegemony by introducing products embodying "disruptive" technology. (Are you listening, denizens of Silicon Valley?)

Fittingly, I write this on April 26, 2015, being celebrated as World Intellectual Property Day. The fulcrum of Fierstein's narrative is the patent litigation that Polaroid pursued and won against Kodak, after Kodak introduced its own version of a one-step instant color photography system. As an attorney in the law firm that represented Polaroid in that suit, the author was in the catbird seat to gain intimate knowledge of the facts and strategy. He now has effectively realized the opportunity that arises with the passage of time, to reveal in detail the hitherto-secret backroom machinations of the disputing parties. For my colleagues in the patent profession, it is a "must read" case study that illuminates strategy and tactics that eventually succeeded in eliminating the me-too Kodak product from the marketplace. To me, it demonstrates the ultimate triumph of the U.S. patent system.

At this point in history, the public value of having a system of patents is under question, and the courts and Congress are being encouraged to whittle away at the protections ostensibly provided by patents. A week ago, John Oliver somewhat facetiously presented the issue on his HBO show Last Week Tonight. https://www.youtube.com/watch?v=3bxcc3SM_KA&ns=em

Those who are willing to walk in the moccasins of Shark Tank investors shown by Oliver would be helpfully enlightened by Fierstein's multifaceted telling of the Polaroid story.

-Gerry J. Elman, Patent Attorney

Elman Technology Law, P.C.

Founding Editor, Biotechnology Law Report

5 of 5 people found the following review helpful. Reads like a thriller but is a well documented account of ...

By Ned Towle

A tour de force. Reads like a thriller but is a well documented account of one of America's greatest geniuses and his fascinating path through scientific breakthroughs, creating a new corporation, and the monumental Kodak Polaroid legal battles. The reader has an inside, front-row, view of scientific advances ground out under the pressure of Edwin Land's visionary goals and the realities of corporate competition and survival.

Apple founder Steve Jobs once hailed Edwin Land, the founder of Polaroid and the father of instant photography, as "a national treasure" and once confessed to a reporter that meeting Land was "like visiting a shrine." By his own admission, Jobs modeled much of his own career after Lands. Both Jobs and Land stand out today as unique and towering figures in the history of technology. Neither had a college degree, but both built highly successful and innovative organizations. Jobs and Land were both perfectionists with an almost fanatic attentiveness to detail, in addition to being consummate showmen and instinctive marketers. In many ways, Edwin Land was the original Steve Jobs. This riveting new biography visits the spectacular life of Edwin Land, perhaps the most important, yet least known inventor and technology entrepreneur in American history. Lands most famous achievement was the creation of a revolutionary film and camera system that could produce a photographic print moments after the picture was taken. A Triumph of Genius takes you behind the scenes of this reclusive geniuss discoveries, triumphs, and defeats. You'll learn details of Lands involvement over four decades with top-secret U.S. military intelligence efforts during World War II and through the Cold War in the service of seven American presidents. Additionally, you'll thrill to the compelling first-hand look at one of our nations most important legal battles over intellectual property Polaroid versus Kodak. This corporate and legal struggle is a story of almost operatic dimension. What began as a cooperative and collegial relationship ended in Kodaks betrayal. The conflict led to an epic legal battle, a dramatic event for Land who, from the witness stand, personally starred in a compelling courtroom drama. More than a simple business biography, A Triumph of Genius chronicles the man and the icon whose technological brilliance paved the way for another of the 20th centurys greatest innovators, Steve Jobs.

The book will appeal to photographic historians but will also have a wider resonance for those interested in business history, management theory, and the history of science. (Dr. Michael Pritchard, FRPS, director-general, The Royal Photographic Society)

A really wonderful book! This is a great adventure story. Fierstein brings the story to life in such a way that at the end, the reader actually senses the huge emotional strain that such a long, fierce, and persistent battle entailed for those participating in it. (Paul M. Janicke, HIPLA Professor of Law, University of Houston Law Center)

About the Author

Ronald K. Fierstein (New York, New York) is a long-time intellectual property lawyer and entertainment executive.