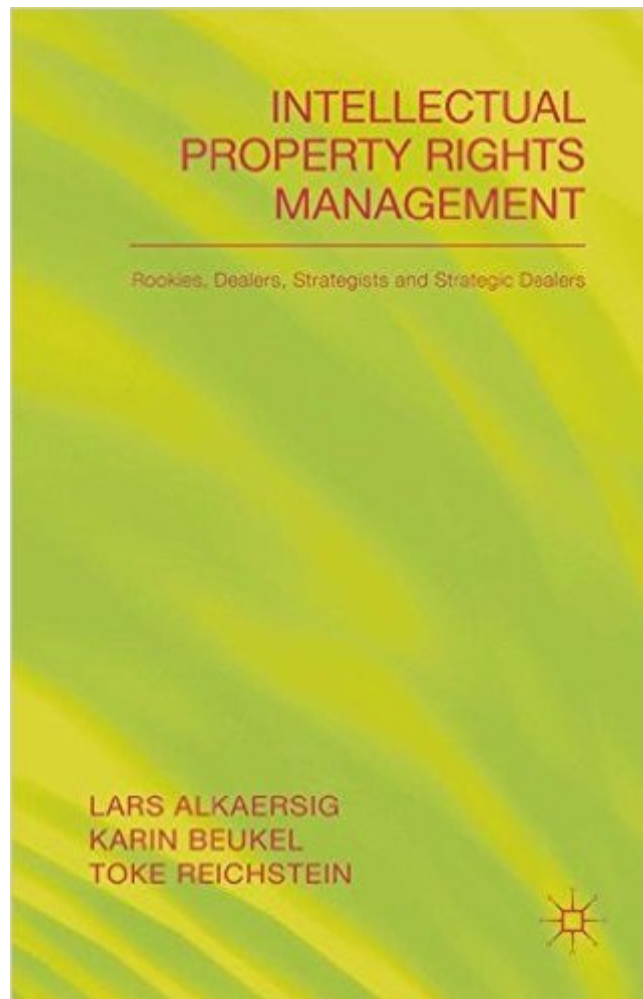


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Intellectual Property Rights Management: Rookies, Dealers And Strategists



Synopsis

This book explores how the entire toolbox of intellectual property (IP) protection and management are successfully combined and how firms generate value from IP. It provides a framework of archetypes which firms will be able to self-identify with and which will allow companies to focus on the IP and IP Management issues most relevant to them.

Book Information

Hardcover: 195 pages

Publisher: Palgrave Macmillan; 2015 edition (February 27, 2015)

Language: English

ISBN-10: 1137469528

ISBN-13: 978-1137469526

Product Dimensions: 5.5 x 0.6 x 8.5 inches

Shipping Weight: 14.1 ounces (View shipping rates and policies)

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