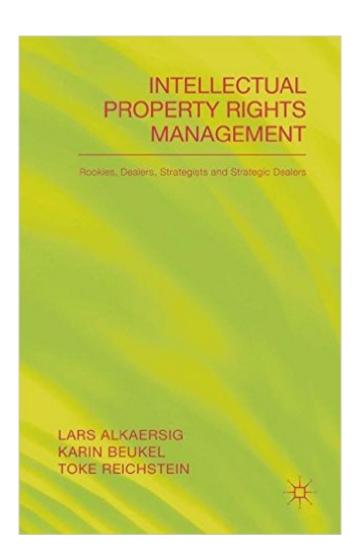
The book was found

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) Average Customer Review: Be the first to review this item Best Sellers Rank: #4,288,112 in Books (See Top 100 in Books) #79 in Books > Business & Money > Insurance > Property #730 in Books > Business & Money > Human Resources > Knowledge Capital #1234 in Books > Law > Business > Commercial

Download to continue reading...

Intellectual Property Rights Management: Rookies, Dealers and Strategists Choreographing Copyright: Race, Gender, and Intellectual Property Rights in American Dance The No.1 Property Investing Tips From Top UK Property Experts: Their Best Kept Secrets You Need to Know to Accelerate Your Investing Success (Property Success Series) Rental Property Investing Success: How to Successfully Invest In Rental Property Using Other People's Money (Real Estate, Managing, Passive Income, Rental Property) God and Juggernaut: Iran's Intellectual Encounter With Modernity (Modern Intellectual and Political History of the Middle East) Archetypes in Branding: A Toolkit for Creatives and Strategists Licensing, Selling and Finance in the Pharmaceutical and Healthcare Industries: The Commercialization of Intellectual Property Valuation and Dealmaking of Technology-Based Intellectual Property: Principles, Methods and Tools Valuation and Pricing of Lightning: Xerox PARC and the Dawn of the Computer Age What Car Dealers Won't Tell You (2005 Edition): Revised Edition The Options Playbook: Featuring 40 strategies for bulls, bears, rookies, all-stars and everyone in between. The Options Playbook, Expanded 2nd Edition: Featuring 40 strategies for bulls, bears, rookies, all-stars and everyone in between. 99 Thoughts for Small Group Leaders: Tips for Rookies & Veterans on Leading Youth Ministry Small Groups Legal Handbook for Photographers: The Rights and Liabilities of Making Images (Legal Handbook for Photographers: The Rights & Liabilities of) Gay Power!: The Stonewall Riots and the Gay Rights Movement, 1969 (Civil Rights Struggles Around the World) Racial Profiling and Discrimination: Your Legal Rights (Know Your Rights) California Landlord's Law Book, The: Rights & Responsibilities (California Landlord's Law Book : Rights and Responsibilities) A Short Residence in Sweden & Memoirs of the Author of 'The Rights of Woman': AND Memoirs of the Author of 'The Rights of Woman' (Classics)

<u>Dmca</u>