

<<创新或死亡>>

图书基本信息

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### 内容概要

Essential reading for IP managers and corporate executives, *Innovate or Perish* is a new road map equipping readers with the principles and tools needed for their companies to compete in the emerging creativity economy. Edited by Edward Kahn, this seminal book includes contributions from seasoned intellectual property (IP) professionals—including Ed Walsh, Karl Jorda, Wayne Jaeschke, Abha Divine, and Damon Matteo. 作者简介： EDWARD KAHN is founder and President of EKMS, Inc., an intellectual property management firm established in 1986 and based in Cambridge, Massachusetts. EKMS helps companies realize the full commercial value of their patents and technologies. Edward's main areas of expertise are technology assessment and deal making. EKMS clients include the world's leading computer, automotive, aerospace life sciences, and chemical manufacturers such as Boeing, Pharmacia, DuPont, and IBM Corporation, as well as smaller corporations, universities, and individual inventors. He is frequently asked to write and comment on intellectual property topics in the business and trade press, and at conferences and forums around the country.

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