

## <<Intellectual Propert>>

### 图书基本信息

书名：<<Intellectual Property for Managers and Investors写给经理人与投资者的知识产权经济>>

13位ISBN编号：9780521851060

10位ISBN编号：0521851068

出版时间：2006-2

作者：Frank, Steven J.

页数：168

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<Intellectual Propert>>

### 内容概要

No longer is intellectual property (IP) just a necessary expense for large technology companies. Competing and succeeding in today's marketplace requires an in-depth understanding of IP--its use as a weapon, as a shield, and as a monetizable asset. Yet in a world where fortunes can rise or founder on the strength of an IP portfolio, hesitation to enter this world still abounds. This book equips the business manager with a working, practical knowledge essential to creating and exploiting IP wealth. It shows investors how to evaluate IP strength and competitive value.

Competing and succeeding in today's marketplace requires an in-depth understanding of intellectual property (IP)--its use as a weapon, as a shield, and as a monetizable asset. This book equips the business manager with a working, practical knowledge essential to creating and exploiting IP wealth. It shows investors how to evaluate IP strength and competitive value. With its results-oriented perspective and international focus, Intellectual Property for Technology Managers is essential for those with decision making responsibility at the interface where business and innovation meet.

## <<Intellectual Propert>>

### 作者简介

Steven Frank is a partner in the Boston law firm Goodwin Procter LLP and specializes in intellectual property and business transactions that involve IP.

## <<Intellectual Propert>>

### 书籍目录

Preface Acknowledgments 1 Sketching the IP landscape 2 Making the strategic choice 3 Building and IP strategy 4  
Implementation 5 Surviving IP disputes 6 Giving Diligence its due 7 Licensing and related transactions Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>