

# Managing Intellectual Property - , Tim Jones

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Fast track route to managing and exploiting intellectual property. Covers the key areas of managing IPR from the alternative forms available and their means of protection to approaches for creating revenue and leveraging value. Examples and lessons from some of the world's most successful businesses, including BTG, IBM, Qualcomm and the Teletubbies, and ideas from the smartest thinkers, including Kevin Rivette, Jessica Litman, Thomas Stewart and Seth Shulman. Includes a glossary of key concepts and a comprehensive resources guide. Words: property value, value property Author: Fitzsimmons, Chris Author: Jones, Tim Publisher: Capstone Publishing Illustration: Y Language: ENG Title: Managing Intellectual Property Pages: 00112 (MicrosoftReader.lit) / 00112 (Encrypted PDF) On Sale: 2002-01-31 SKU-13/ISBN: 9781841123882 Category: Law : Intellectual Property - General Category: Law : Business & Financial

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