

<<Intellectual Propert>>

图书基本信息

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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.

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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.

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