Managing Intellectual Property (Paperback)

By Tim Jones, Chris Fitzsimons

John Wiley and Sons Ltd, United Kingdom, 2002. Paperback. Condition: New. Language: English . Brand New Book. 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 comprehensive resources guide.

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