



Intellectual Property Rights Management: Rookies, Dealers and Strategists

Alkaersig, Beukal, Reichstein

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This book explores how the entire toolbox of intellectual property (IP) protection and management are successfully combined and how firms generate value from IP. It provides a framework of archetypes which firms will be able to self-identify with and which will allow companies to focus on the IP and IP Management issues most relevant to them.



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