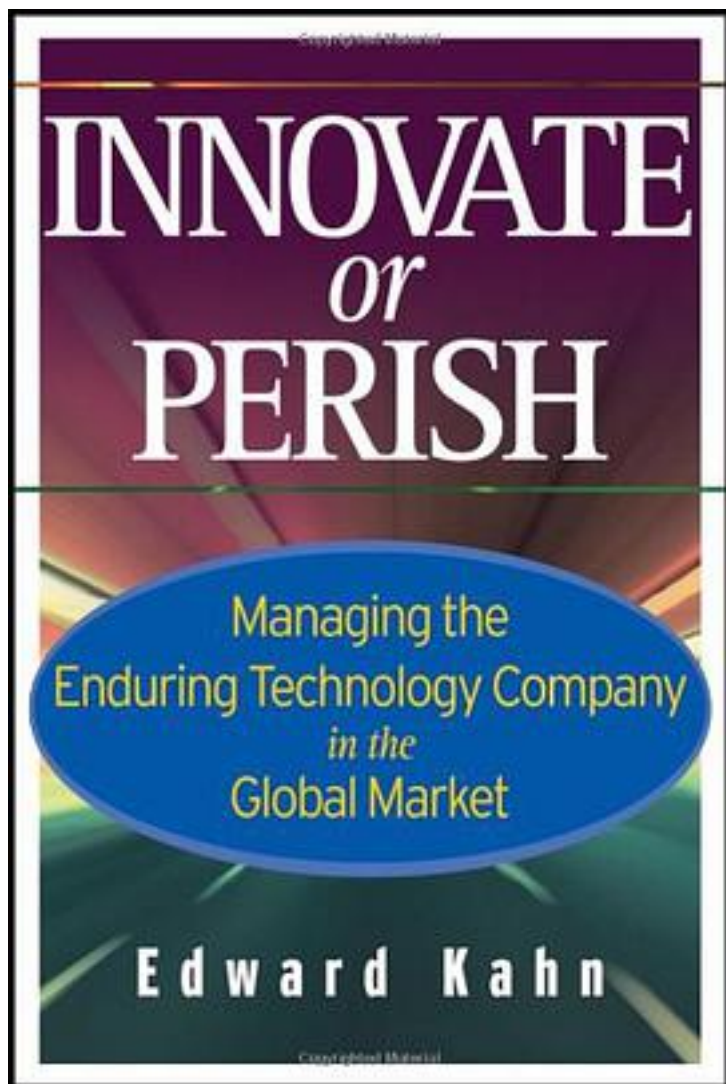


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在线阅读本书

Essential reading for IP managers and corporate executives, *Innovate or Perish* is a new road map equipping readers with the principles and tools needed for their companies to compete in the emerging creativity economy. Edited by Edward Kahn, this seminal book includes contributions from seasoned intellectual property (IP) professionals—including Ed Walsh, Karl Jorda, Wayne Jaeschke, Abha Divine, and Damon Matteo.

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