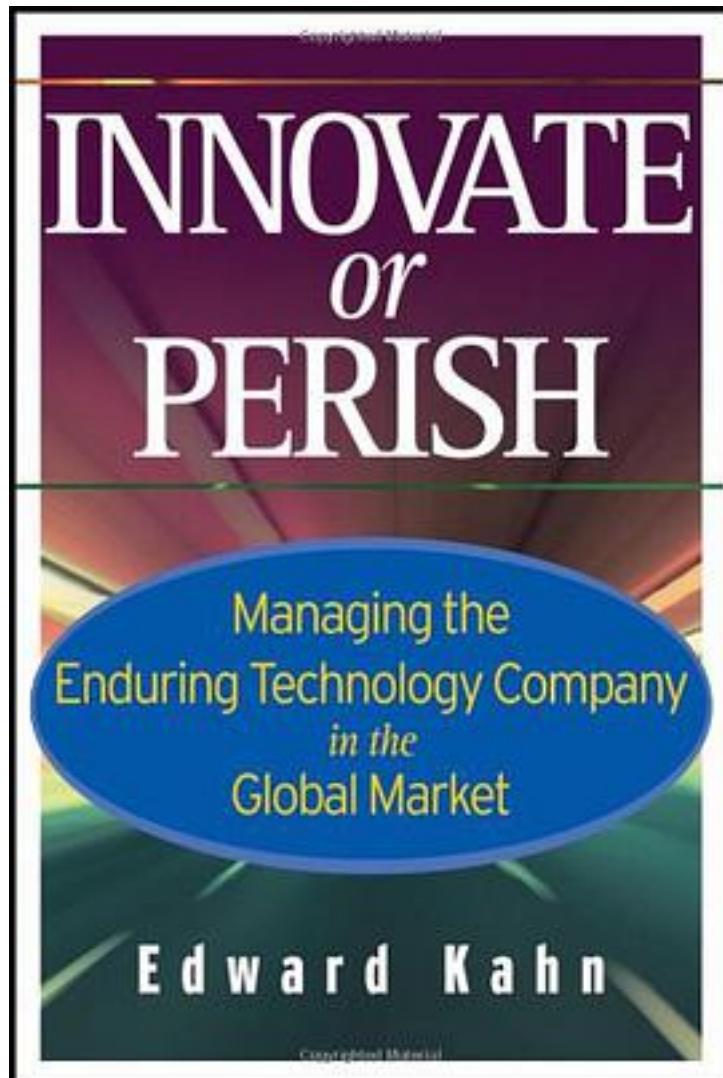


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出版者:John Wiley & Sons Inc

出版时间:2006-12

装帧:HRD

isbn:9780471779308

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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