

# Intellectual Property for Managers and Investors

## 写给经理人与投资者的知识产权经济



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This book was first published in 2006. Technologists have the ideas. Lawyers know the rules. But for business managers and investors, rules and ideas don't readily combine into a strategic vision. No longer is intellectual property (IP) just a necessary expense for large technology companies. Competing and succeeding in the 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 arcane, unfamiliar 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. With its results-oriented perspective and international focus, Intellectual Property for Managers and Investors is essential for those with decision making-responsibility at the interface where business and innovation meet.

作者介绍:

目录:

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