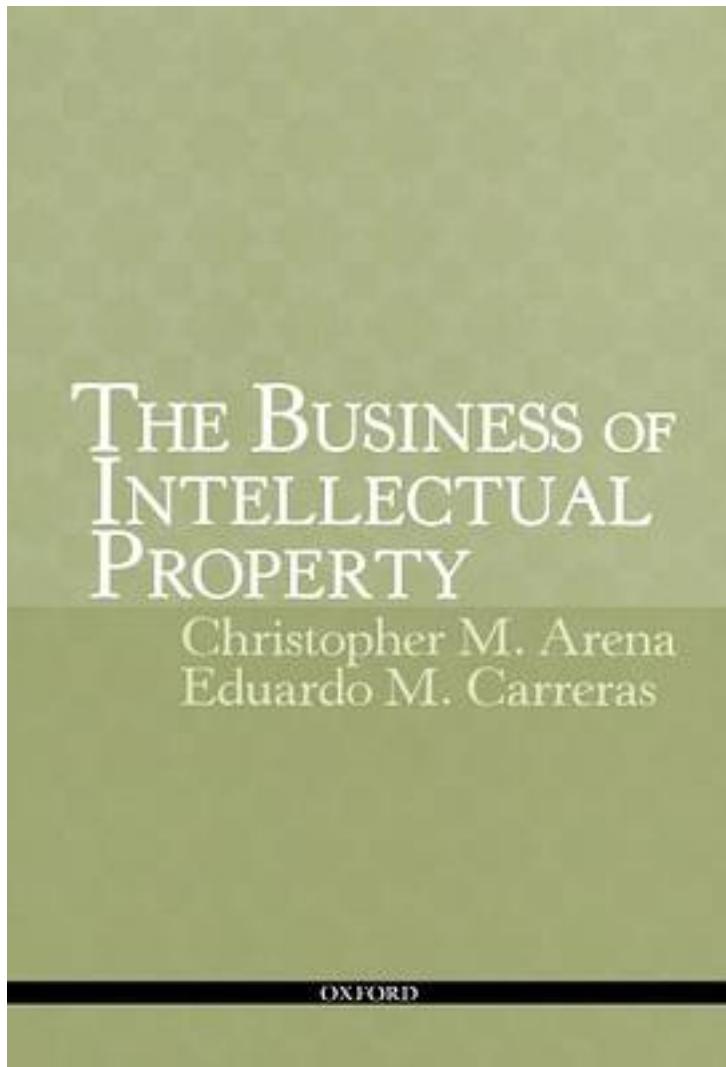


The Business of Intellectual Property



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著者:Arena, Christopher M./ Carreras, Eduardo M.

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This book focuses on the intersection of law and business as it relates to the strategic management of intellectual property. The Business of Intellectual Property combines the statutory framework of intellectual property, case law, business and legal principles of accounting and valuation, and multiple case studies of successful companies to provide readers with a combination of strategic vision and practical advice that helps them to integrate such processes into their own--or their client's--operations, or to improve existing practices.

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