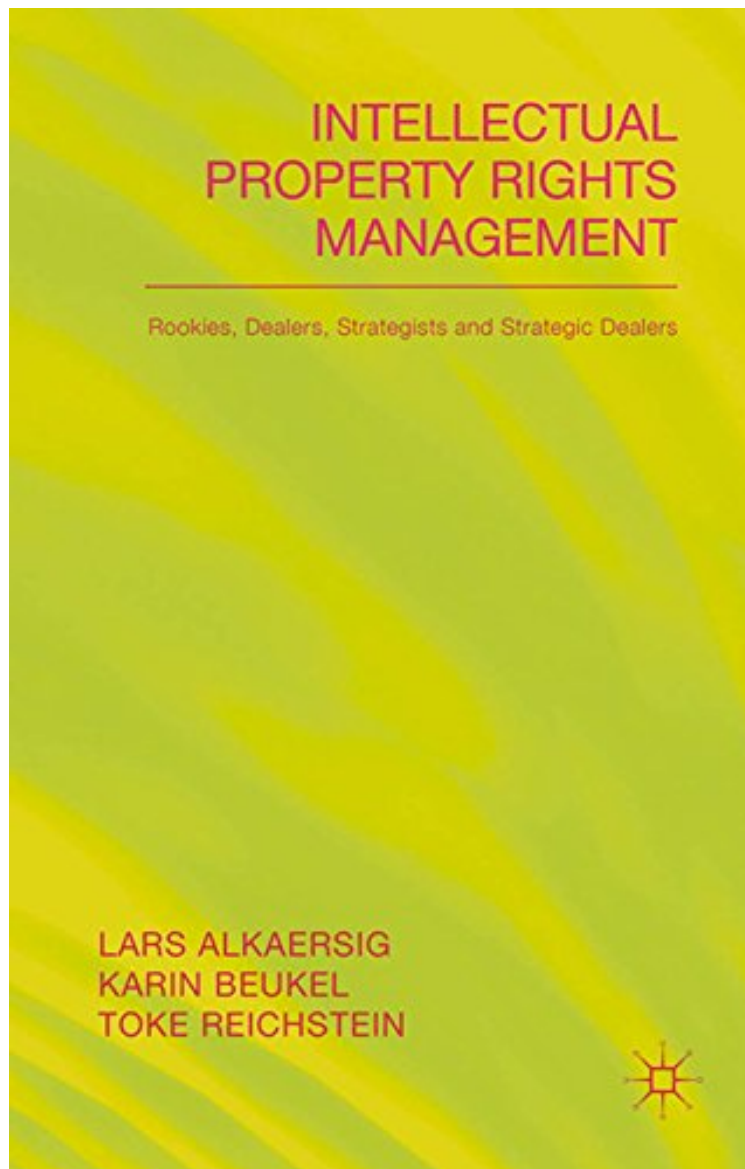


[E-BOOK] Intellectual Property Rights Management: Rookies, Dealers and Strategists

Intellectual Property Rights Management: Rookies, Dealers and Strategists

L. Alkaersig, K. Beukal, T. Reichstein, Karin Beukel
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L. Alkaersig, K. Beukal, T. Reichstein, Karin Beukel : Intellectual Property Rights Management: Rookies, Dealers and Strategists before purchasing it in order to gauge whether or not it would be worth my time, and all praised Intellectual Property Rights Management: Rookies, Dealers and Strategists:

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.

About the AuthorLars Alkaelig;rsig is Assistant Professor in the Department of Management Engineering at Technical University of Denmark. nbsp; Karin Beukel is Assistant Professor of Innovation and Entrepreneurship in the Department of Food and Resources Economics at Copenhagen University, Denmark. nbsp; Toke Reichstein is Professor in the Department of Innovation and Organizational Economics at Copenhagen Business School, Denmark.