



Intellectual Property Rights Management: Rookies, Dealers and Strategists

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L. Alkaersig, K. Beukal, T. Reichstein, Karin Beukel

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Présentation de l'éditeur

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. Présentation de l'éditeur

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