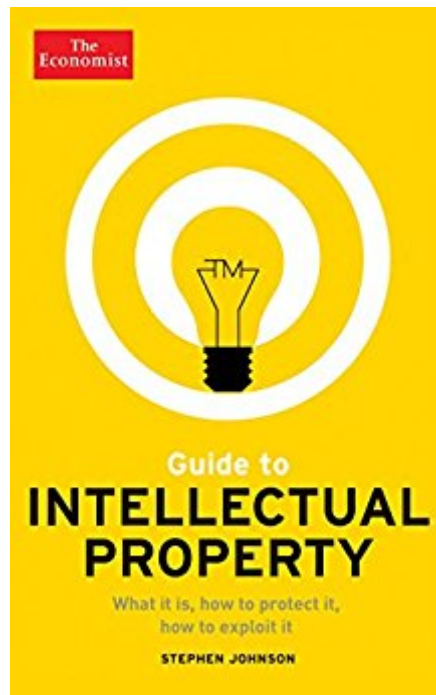# Guide To Intellectual Property: What It Is, How To Protect It, How To Exploit It (Economist Books)

Synopsis

Intellectual Property (IP) is often a companyâ ™s single most valuable asset. And yet IP is hard to value, widely misunderstood and frequently under-exploited.IP accounts for an estimated $5trn of GDP in the US alone. It covers patents, trademarks, domain names, copyrights, designs and trade secrets. Unsurprisingly, companies zealously guard their own ideas and challenge the IP of others. Damages arising from infringements have fostered a sizeable claims industry. But IP law is complex, and the business, financial and legal issues around it are difficult to navigate. Court decisions and interpretation of IP laws can be unpredictable, and can dramatically change the fortunes of businesses that rely on their IP – as demonstrated in the pharmaceutical industryâ ™s battle with generic drugs.This comprehensive guide to intellectual property will help companies, investors, and creative thinkers understand the scope and nature of IP issues, pose the right questions to their advisers and maximize the value from this crucial intangible asset.

Book Information

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Customer Reviews

Outstanding reference, an extremely valuable resource. Well-written, comprehensive and informative, it is essential for anyone who deals in IP or creative undertakings on any level.

Excellent study on IP. Highly recommended for any business owner, CEO or senior executive.

Echo User Guide: Newbie to Expert in 1 Hour! How to Start a Business Analyst Career: The handbook to apply business analysis techniques, select requirements training, and explore job roles ... career (Business Analyst Career Guide) SQL: Learn SQL In A DAY! - The Ultimate Crash Course to Learning the Basics of SQL In No Time (SQL, SQL Course, SQL Development, SQL Books, SQL for Beginners) Sent Leader Guide: Delivering the Gift of Hope at Christmas (Sent Advent series) Hadoop: The Definitive Guide Learn to Write DAX: A practical guide to learning Power Pivot for Excel and Power BI MySQL Explained: Your Step-by-Step Guide The Definitive Guide to MongoDB: A complete guide to dealing with Big Data using MongoDB Caillou, Toddler Essentials: 5 Books about Growing OCA/OCP Oracle Database 12c All-in-One Exam Guide (Exams 1Z0-061, 1Z0-062, & 1Z0-063) PHP: MYSQL 100 Tests, Answers & Explanations, Pass Final Exam, Job Interview Exam, Engineer Certification Exam, Examination, PHP programming, PHP in easy steps: A Beginner's Guide SQL: Beginner's Guide for Coding SQL (database programming, computer programming, how to program, sql for dummies, java, mysql, The Oracle, python, PHP, ... (HTML, Programming, Coding, CSS Book 7) HAPPY CHINESE NEW YEAR. Kids Coloring Book.: Children Activity Books with 30 Coloring Pages of Chinese Dragons, Red Lanterns, Fireworks, Firecrackers, ... 3-8 to Celebrate Their Fun Chinese New Year! SQL: QuickStart Guide - The Simplified Beginner's Guide To SQL (SQL, SQL Server, Structured Query Language) PHP: MySQL in 8 Hours, For Beginners, Learn PHP MySQL Fast! A Smart Way to Learn PHP MySQL, Plain & Simple, Learn PHP MySQL Programming Language in Easy Steps, A Beginner's Guide, Start Coding Today! Photoshop: Absolute Beginners Guide To Mastering Photoshop And Creating World Class Photos Writing In InDesign CC 2014 Textbook: Producing Books Adding Fixed Layout ePUBs & much more! Adobe Photoshop Lightroom CC / Lightroom 6 Book: The Complete Guide for Photographers, The CTS-I Certified Technology Specialist-Installation Exam Guide Recording Audiobooks: How Record Your Audiobook Narration For Audible, iTunes, & More! Sell More Books and Build Your Brand