

The Management of Intellectual Property



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This book brings together innovative contributions on the management of intellectual property (IP) and intellectual property rights by an esteemed and multi-disciplinary group of economists, management scientists, accountants and lawyers.

Offering a broad and enlightening picture of the measurement and management of IP, the contributors argue that the shift towards a knowledge-based economy has increased the importance of IP and more generally, intangible assets, as a focus for company decision-making behaviour. The book explores these intangible assets, which are driven by investments in R&D, marketing, education and training, management information systems and organizational structure. The inherent risk in the development of such assets – born from the involvement of creativity and innovation – is also discussed.

The Management of Intellectual Property should prove of use to both students of management and managers in the field who have to make decisions with regard to investments in, and the protection of, IP and other intangible assets.

Contents: Part I: Introduction Part II: Perspectives on Intellectual Property and Intangible Assets Part III: Intellectual Property and Company Performance Part IV: Understanding the Use of Intellectual Property by Firms Part V: Intellectual Property and Strategic Decision-Making Index

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