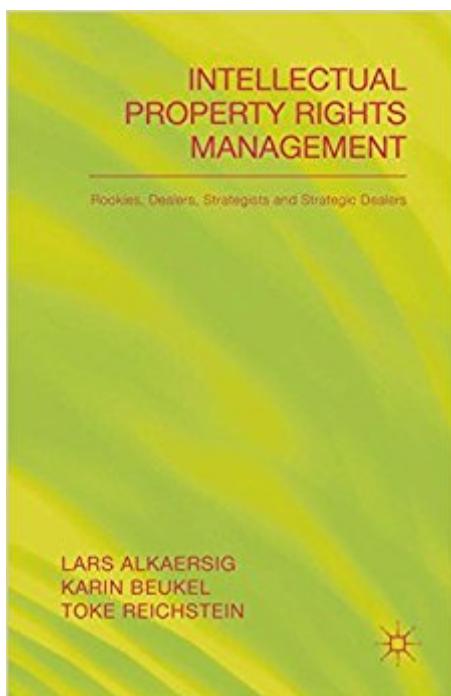


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Intellectual Property Rights Management: Rookies, Dealers And Strategists



Synopsis

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.

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Lars AlkÅfÅrsig is Assistant Professor in the Department of Management Engineering at Technical University of Denmark. Å Karin Beukel is Assistant Professor of Innovation and Entrepreneurship in the Department of Food and Resources Economics at Copenhagen University, Denmark. Å Toke Reichstein is Professor in the Department of Innovation and Organizational Economics at Copenhagen Business School, Denmark.

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