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The Handbook of European Intellectual Property Management

Developing, Managing and Protecting
 Your Company's Intellectual Property
Adam Jolly and Jeremy Philpott

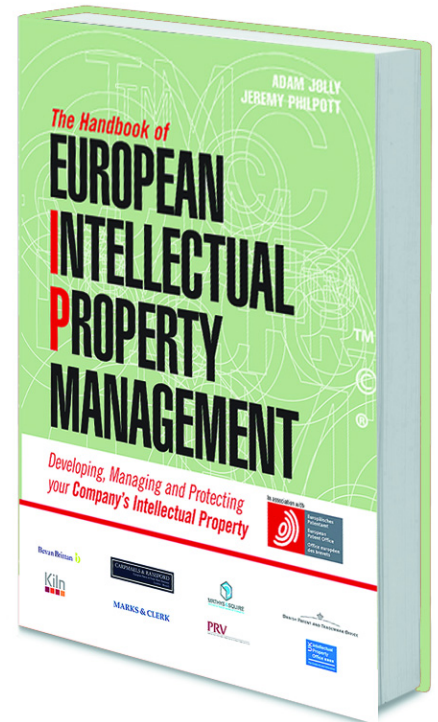
The Handbook of European Intellectual Property Management is a practical and easy-to-follow guide that will reveal how your intellectual property can add greater value to your balance sheet. You will be taken step-by-step through the entire cycle of IP: how to create IP; how to secure and protect it; how to use yours or someone else's; and how to manage IP most profitably.

It offers a template of 'best practice' in IP management that shows you and your company how to put IP at the heart of your strategy and create value from your patents, trade marks, designs, copyrights and knowledge bases. It also offers practical advice to business support organizations promoting their services to executives and entrepreneurs concerned about IP issues, explaining clearly the multitude of legal rights and processes involved.

Contents include: The right IP for your business; An efficient market for ideas; Valuation techniques for IP; Building an IP capability; IP and strategic planning; Models for commercialising ideas; IP and corporate finance; IP and technology breakthroughs; IP and first to market; IP and market presence; Low-cost IP; Asserting and protecting rights.

Contributors include:

Danish Patent Office;
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 Scotland; Industrial
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 of the Slovak Republic;
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 Swedish Patent and
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352 pages | July 2007
ISBN 13: 978 0 7494 4988 9



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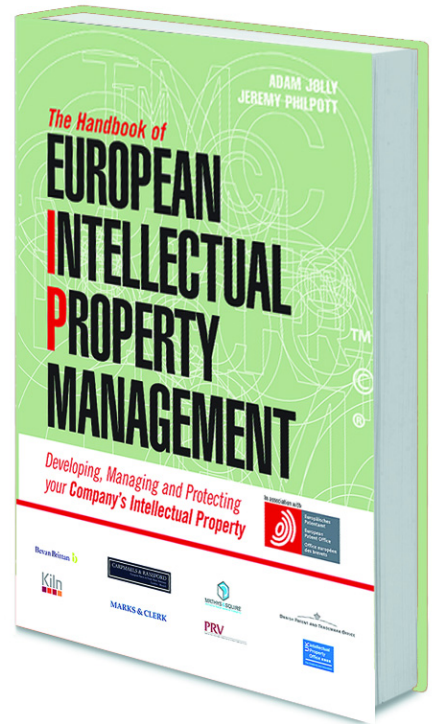
The United Kingdom; France; Italy; Spain; Germany; the Nordic countries; Benelux; Ireland; the EU's succession states.

About the Authors

The European Patent Office is the patent-granting authority of Europe, and has a mission to support innovation, competitiveness and economic growth for the benefit of the citizens of Europe.

Adam Jolly is a business writer and editor specializing in the management of growth, innovation, technology and risk. He is Consultant Editor on several Kogan Page titles, including *The Growing Business Handbook* and *From Idea to Profit*.

Jeremy Philpott works at the European Patent Academy of the European Patent Organisation, where he organizes and coordinates training programmes on topics such as patent strategies and innovation management. The Academy promotes and supports the patent-related IP training initiatives of the national patent offices of the European Patent Organisation and other partner institutions.



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Title	Qty.	Price
The Handbook of European Intellectual Property Management 9780749449889		£26.95
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