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Intellectual Property Rights Management Rookies

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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. Intellectual Property Rights Management: Rookies, Dealers and Strategists (Hardcover)

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Intellectual Property Rights Management: Rookies, Dealers ...

We introduce a crude but illustrative and manageable taxonomy of IP management by identifying two key dimensions: 'integrated IP management' and 'IP exchange oriented'. Based on these two dimensions we present four IP archetypes; the IP Rookie, the IP Strategist, the IP Dealer and the IP Strategic Dealer.

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