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| Nota di contenuto | Chapter 1 Introduction -- Chapter 2 Why Do We Need IP Rules? -- Chapter 3 Conventional IP Strategy: Exercising Market Power Through IP -- Chapter 4 Sharing IP Strategy: Commercialization -- Chapter 5 Offensive IP Strategy: Litigation -- Chapter 6 Abstaining IP Strategy: Hiding Knowledge -- Chapter 7 The Impact of IP Risk in the Development of IP Markets -- Chapter 8 Government Strategies Towards IP Management -- Chapter 9 Conclusions -- Bibliography. . |
| Sommario/riassunto | This book identifies the potential of intellectual property as a competitive asset for Latin American firms. The authors employ a cognitive approach that involves identifying why small firms are reluctant to register patents, resorting rather to alternative IP competitive strategies. This, in turn, results in the undercapitalization |

of intellectual assets, thus creating hurdles for the development of capital venture markets. Using new data gathered from highly innovative SMEs in Latin America and the Caribbean, the authors bring a fresh cognitive approach towards understanding the institutional role of intellectual property, and outline various new policy recommendations. .
