

1. Record Nr.	UNINA9910786767603321
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Titolo	Intellectual property and business : the power of intangible assets // Rodney D. Ryder & Ashwin Madhavan
Pubbl/distr/stampa	New Delhi : , : SAGE, , 2016
ISBN	93-5150-445-X 93-5150-802-1 93-5150-112-4
Descrizione fisica	1 online resource : illustrations
Disciplina	346.73048
Soggetti	Intellectual property - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Preface; Acknowledgments; 1 - The Intangible Landscape-Understanding Core Concepts; 2 - Intellectual Property Approaches and Strategies; 3 - Intellectual Property-Defending Position; 4 - Intellectual Asset Management; 5 - Brand Protection and Management; 6 - Intellectual Property Risk Management; 7 - Intellectual Property Licensing; 8 - Franchising-Understanding the Mechanism; 9 - Royalty and Intellectual Property; 10 - Intellectual Property Valuation; Glossary; Index; About the Authors
Sommario/riassunto	Intellectual Property (IP) is one of the most vital assets for any business organization. It is a domain not restricted to lawyers alone; it is a crucial area of concern for business organizations, managers, and corporate leaders. This book demonstrates how companies can deploy their IP not just as legal instruments but also as dominant and powerful financial assets, and as useful arsenal that can boost their business.