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Titolo	Inside the patent factory [[electronic resource]] : the essential reference for effective and efficient management of patent creation / / Donal O'Connell
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Descrizione fisica	1 online resource (345 p.)
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Soggetti	Patents Intellectual property - Management Industrial property - Management
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Building a strategy -- Why patent? -- Invention harvesting -- Core activities of patent creation -- The inventor community -- Other key interfaces -- Organising your patent factory -- The management of external patent agencies -- Metrics -- Quality -- Patent cost management -- Processes and tools -- Benchmarking -- Changes -- Conclusion.
Sommario/riassunto	The book is a coaching guide for anyone interested in intellectual property and those wanting to embark on or develop patent creation. It draws on the authors' extensive experience and insights from change projects, management and leadership at Nokia. The book guides the reader through each stage of setting up a successful unit, inviting active involvement by asking vital questions about their needs and aims. Focusing on key issues and themes involved, it provides examples, diagrams and models to illustrate how they can be put into practice. Critical chapters include the core activities of

