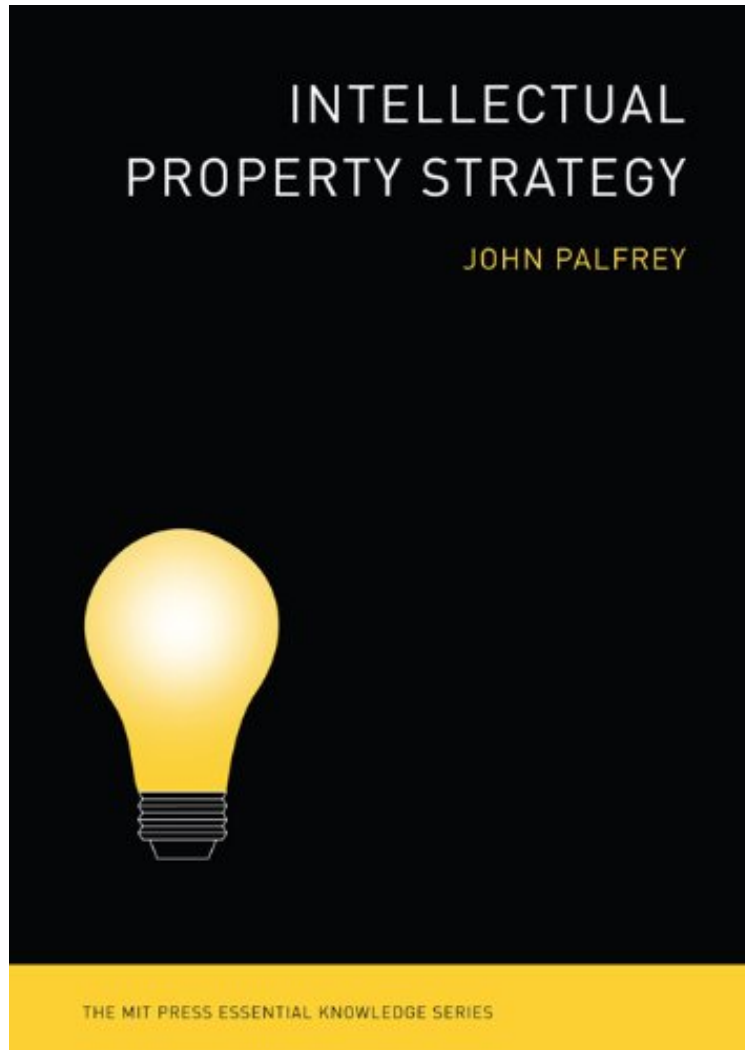


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Intellectual Property Strategy (The MIT Press Essential Knowledge series)

John Palfrey

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John Palfrey : Intellectual Property Strategy (The MIT Press Essential Knowledge series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Intellectual Property Strategy (The MIT Press Essential Knowledge series):

0 of 0 people found the following review helpful. Solid overview By MN Reviewer Structure was clear. Fairly limited scope focuses on what to do with existing IP and little regarding offensive strategies for generating new IP. 1 of 1 people found the following review helpful. Surprisingly interesting By J. Moriarty I bought this for class, but it ended up actually enjoying reading it. The writing flows much better/is less dry than a textbook and it presents the subject matter in an interesting way. I'd have read it even if it wasn't required for class. 1 of 1 people found the following

review helpful. excellent way to see ip By Andres Araujo Sanz Excellent book for beginners and ip specialist, its the core of the ip strategy for lawyers and business people, ok

Most managers leave intellectual property issues to the legal department, unaware that an organization's intellectual property can help accomplish a range of management goals, from accessing new markets to improving existing products to generating new revenue streams. In this book, intellectual property expert and Harvard Law School professor John Palfrey offers a short briefing on intellectual property strategy for corporate managers and nonprofit administrators. Palfrey argues for strategies that go beyond the traditional highly restrictive "sword and shield" approach, suggesting that flexibility and creativity are essential to a profitable long-term intellectual property strategy -- especially in an era of changing attitudes about media. Intellectual property, writes Palfrey, should be considered a key strategic asset class. Almost every organization has an intellectual property portfolio of some value and therefore the need for an intellectual property strategy. A brand, for example, is an important form of intellectual property, as is any information managed and produced by an organization. Palfrey identifies the essential areas of intellectual property -- patent, copyright, trademark, and trade secret -- and describes strategic approaches to each in a variety of organizational contexts, based on four basic steps. The most innovative organizations employ multiple intellectual property approaches, depending on the situation, asking hard, context-specific questions. By doing so, they achieve both short- and long-term benefits while positioning themselves for success in the global information economy.