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Technology Licensing

Sloan Management Review

Open Innovation

What's Next?

Technology Review

Driven by such tools as big data, cognitive computing, new business models, and the internet of things, the overall demand for innovation is becoming more critical for competitiveness and emerging technologies. These technologies have become real alternatives for the market and offer new perspectives for modern project management applications. The Handbook of Research on Emerging Technologies for Effective Project Management is an essential research publication that proposes innovations for firms and markets through the exploration of project management principles and methods and the effective integration of knowledge and innovation. It encompasses academic and scientific propositions, reviews for conceptual bases, applications of theories in new market solutions, and cases of successful insertion of disruptive technologies and business models in new competitive

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market offers. Featuring a range of topics such as innovation management, business administration, and marketing, this book is ideal for project managers, IT specialists, software developers, executives, practitioners, managers, marketers, researchers, and industry professionals.

Protecting Their Intellectual Assets

A collection of essays, interviews, and commentary about the political, business, and cultural aspects of blogs and blogging.

Licensing Intellectual Property in the Information Age

Challenge

Blog!

Handling Intellectual Property Issues in Business Transactions

California Management Review

Economic Development Through Entrepreneurship

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Encyclopedia of Social Measurement

Intellectual Property and Business

Legal Environment of Business in the Information Age

Great Possessions is David Kline's classic memoir celebrating his life as an Amish farmer in Southern Ohio. "Infectiously avid, the author shares his knowledge of mushrooming in spring, chopping firewood in fall, maple-sugaring in late winter, bird-watching all year round, and going on walks across the countryside with his children, ``just . . . seeing things." His reverence for nature and his deep religious faith are palpable, and he argues convincingly for the ``small-scale diversified farming" of the Amish, which ultimately gives back to the earth more than it takes." - Publishers Weekly

From Ideas to Assets

Electronic Business

The management magazine for the electronics industry.

Scenarios for the Future

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The Journal of Economic Perspectives

A biographical and bibliographical guide to current writers in all fields including poetry, fiction and nonfiction, journalism, drama, television and movies. Information is provided by the authors themselves or drawn from published interviews, feature stories, book reviews and other materials provided by the authors/publishers.

PICMET '01: Technology management in the knowledge era

Contains exploration of the themes such as the theoretical framework of copyright, and the convergence, divergence and globalisation of copyright.

Great Possessions

Journal of the Patent and Trademark Office Society

Now in paperback, the inside story of "the greatest transformation of Microsoft since it became a multinational company" Marshall Phelps's remarkable eyewitness story offers lessons for any executive struggling with today's innovation and intellectual property challenges. Burning the Ships offers Phelps's dramatic behind-the-scenes account of

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how he overcame internal resistance and got Microsoft to open up channels of collaboration with other firms. Discover the never-before-told details of Microsoft's secret two-year negotiations with Red Hat and Novell that led to the world's first intellectual property peace treaty and technical collaboration with the open source community. Witness the sometimes-nervous support Bill Gates and CEO Steve Ballmer gave to Phelps in turning their company around 180 degrees from market bully to collaborative industry partner. Offers an extraordinary behind-the-scenes view of the high-level deliberations of the company's senior-most executives, the internal debates and conflicts among executives and rank-and-file employees alike over the company's new collaborative direction. There are lessons in this book for executives in every industry—most especially on the role that intellectual property can play in liberating previously untapped value in a company and opening up powerful new business opportunities in today's era of "open innovation." Here is a powerful inside account of the dawn of a new era at what is arguably the most powerful technology company on earth.

Media and Digital Management

Baumer and Poindexter's, *Legal Environment of Business in the Information Age*, 1e, is the legal environment text for the 21st century. In the next few years, many of the laws that comprise the legal environment of business will change, and the pace of the change is likely to be quick. Because of the growth of information technology, many legal issues

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have emerged and are occupying center stage. Baumer/Poindexter targets future managers who will be dealing with information technology in some way, and reinforces the latest trends in business education by providing a similar experience with law. Legal Environment of Business in the Information Age places an emphasis on the manner in which regulatory law deals with changes in technology, and devotes significantly more attention to E-Commerce contract law and legal protection of intellectual property.

Harvard Business Review

"Rembrandts in the Attic" provides the first practical and strategic guide that shows CEOs and other managers how to unlock the enormous financial and competitive power hidden in their patent portfolios. The authors show how some of the world's most successful firms have used patents to capture and defend markets, outflank rivals, boost bottom-line revenues and shareholder return, and enhance the commercial success of their enterprises.

The One-person Library

Based on a survey questionnaire administered to 1478 R & D labs in the U.S. manufacturing sector in 1994, we find that firms typically protect the profits due to invention with a range of mechanisms, including patents, secrecy, lead time advantages and the use of complementary marketing and manufacturing capabilities. Of these mechanisms,

however, patents tend to be the least emphasized by firms in the majority of manufacturing industries, and secrecy and lead time tend to be emphasized most heavily. A comparison of our results with the earlier survey findings of Levin et al. [1987] suggest that patents may be relied upon somewhat more heavily by larger firms now than in the early 1980s. For the protection of product innovations, secrecy now appears to be much more heavily employed across most industries than previously. Our results on the motives to patent indicate that firms patent for reasons that often extend beyond directly profiting from a patented innovation through either its commercialization or licensing. In addition to the prevention of copying, the most prominent motives for patenting include the prevention of rivals from patenting related inventions (i.e., patent blocking'), the use of patents in negotiations and the prevention of suits. We find that firms commonly patent for different reasons in discrete' product industries, such as chemicals, versus complex' product industries, such as telecommunications equipment or semiconductors. In the former, firms appear to use their patents commonly to block the development of substitutes by rivals, and in the latter, firms are much more likely to use patents to force rivals into negotiations.

Rembrandts in the Attic

The Pursuit of Efficient Copyright Licensing

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Contemporary Authors

Being a successful manager or entrepreneur requires creativity, innovation, and performance. It also requires an understanding of the principles and tools of management. Aimed at the college market, this book is a short, foundational volume on media management. It summarizes the major dimensions of a business school curriculum and applies them to the entire media, media-tech, and digital sectors. Its chapters cover—in a jargonless, non-technical way—the major functions of management. First, creating a media product: the financing of projects and the management of technology, HR, production operations, intellectual assets, and government relations. Second, harvesting the product created: market research, marketing, pricing, and distribution. And third, the control loop: media accounting and strategy planning. In the process, this book becomes an indispensable resource for those aiming for a career in the media and digital field, both in startups and established organizations. This book is designed to help those aiming to join the media and digital sector to become creative managers and managerial creatives. It aims to make them more knowledgeable, less blinded by hype, more effective, and more responsible.

Hastings Law Journal

In addition to adding Jay Dratler, one of America's leading authorities on licensing intellectual property,

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and Barbara Wrigley, a practitioner with many years experience in the field, to the list of co-authors, the Second Edition of Intellectual Property Licensing in the Information Age (formerly Licensing Intellectual Property in the Digital Age) has been largely redone. Keeping the same basic structure, each chapter has been updated with the most current developments in licensing law. Chapter 2 now works as a much more efficient introduction to intellectual property. Additionally, with the inclusion of the Uniform Electronic Transactions Act in Chapter 8 and an entirely new chapter on Biotechnology, the book is now the most up-to-date and authoritative textbook available. The book emphasizes application in actual situations, with chapters designed to simulate the work flow a lawyer is likely to face in the negotiation, formation, and enforcement of an intellectual property license. A teacher's manual will be available.

New Directions in Copyright Law

Intellectual Property Issues Facing High-tech Industries

Recent Acquisitions

This journal attempts to fill a gap between the general-interest press and other academic economics journals. Its articles relate to active lines of economics research, economic analysis of public policy issues, state-of-the-art economic thinking, and directions for

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future research. It also aims to provide material for classroom use, and to address issues relating to the economics profession.

Issues in Science and Technology

Comprising chapters by academics and practitioners, this volume focuses on policy aspects of government-university partnerships to enhance entrepreneurship and economic development. Each chapter focuses on a different type of relationship, such as technology transfer, real estate, infrastructure and education.

The Hastings Law Journal

Open Innovation describes an emergent model of innovation in which firms draw on research and development that may lie outside their own boundaries. In some cases, such as open source software, this research and development can take place in a non-proprietary manner. Henry Chesbrough and his collaborators investigate this phenomenon, linking the practice of innovation to the established body of innovation research, showing what's new and what's familiar in the process. Offering theoretical explanations for the use (and limits) of open innovation, the book examines the applicability of the concept, implications for the boundaries of firms, the potential of open innovation to prove successful, and implications for intellectual property policies and practices. The book will be key reading for academics, researchers, and graduate students of innovation and technology management.

Handbook of Research on Emerging Technologies for Effective Project Management

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. Intellectual Property and Business 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. The book aims to provide a basic understanding of various forms of IP that business organizations need to protect, and to analyze and understand IP management and strategy through case studies. It highlights these aspects of IP management through the lens of both a lawyer and a business manager.

Burning the Ships

In the information age, intellectual property rights such as patents, copyrights, and trademarks are among companies' most valuable assets. Today, managers and investors in a wide variety of industries need to understand the fundamentals of intellectual property rights in order to make informed decisions about the companies they run and the investments they hold. From Ideas to Assets provides a detailed overview of what intellectual property assets are and how they work - and what you need to know about them to succeed today's competitive business

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environment. It offers techniques for valuing intellectual property and discusses ways to help you maximize returns and discern performance variables. The 25 expert contributors to this volume approach the subject from the varied perspectives of shareholders, managers, analysts, accountants, advisors, and other professionals. Original tables, graphs, and statistics related to intellectual property returns and performance indices are included to clarify important legal and accounting concepts. This easy-to-read guide covers strategies for businesses in various industries, including the financial and manufacturing sectors. This is not a textbook or a stock-picking manual. From Ideas to Assets is a focused resource that provides diverse audiences with valuable guidance on the IP basics they need to know.

Journal of Management

Safeguarding Intangible Assets provides strategies for preserving and enhancing a company's intangible assets to increase its profitability, competitiveness, and sustainability. Intangible assets such as patents, trademarks, copyrights, methodologies, and brand typically account for 80 percent of an organization's value and revenue. There are many forces making it more and more difficult to protect these assets, and securing them is a complex issue often overlooked by security and risk managers. Many security managers do not have adequate policies or procedures in place to protect these assets from compromise, infringement, and theft. Safeguarding Intangible

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Assets provides managers with the tools necessary for protecting these assets through effective and consistent oversight designed to preserve their control, use, and ownership. The book offers strategies for various types of business transactions, such as mergers and acquisitions, corporate-university R&D alliances, new product launches, early stage firms, and university-based spin-offs. Offers step-by-step guidelines and best practices for establishing and maintaining an intangible asset protection program Provides intangible asset risk management strategies that preserve the company's value, revenue, and competitive advantages Shows how to collaboratively build a company culture that anticipates and recognizes intangible asset risks in everyday transactions and operations Strengthens the interface with other departments' security practices, including IT, management, legal, accounting, finance, and risk management

Safeguarding Intangible Assets

Marquette intellectual property law review

Historical Studies in the Physical and Biological Sciences

This compendium is the culmination of an in-depth three year research project which considered how the European Patent Organisation (EPO) might rediscover

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and renew the basic principles underpinning it and its inherent purpose. Over 100 formal interviews were conducted with leading experts, and from these the EPO derived a set of scenarios for the possible future of patenting and intellectual property. These scenarios will be used by the EPO to address possible future challenges and opportunities.

Patent & High Technology Licensing

Proceedings of SPIE present the original research papers presented at SPIE conferences and other high-quality conferences in the broad-ranging fields of optics and photonics. These books provide prompt access to the latest innovations in research and technology in their respective fields. Proceedings of SPIE are among the most cited references in patent literature.

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