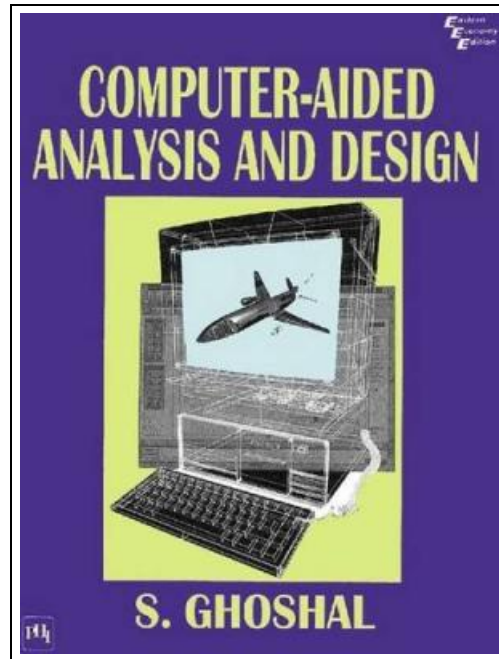


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MANAGING INTELLECTUAL PROPERTY: THE STRATEGIC IMPERATIVE, (FOURTH EDITION)



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PHI Learning, 2014. Softcover. Book Condition: New. 4th edition. 16 x 24 cm. The book presents a comprehensive treatment of Intellectual Property concepts and its applications in Indian industry. Now, in its Fourth Edition, it includes a new chapter on IPR in Biotechnology and numerous cases/caselets in most of the chapters. It provides a strategic framework for IP management, leading to competitive advantage for a business enterprise. Besides explaining the conceptual framework and practices of IP management, the book discusses IP as a strategic tool, its commercial exploitation and strategies for risk management of IP. This book is primarily intended as a text for postgraduate students of management, students of engineering and those who are pursuing certificate, postgraduate diploma or degree courses in IPR. In addition, professionals and corporate decision-makers should find the text valuable. Key Features ? Discusses IPs such as Patents, Copyrights, Trademarks, Trade Secrets, Designs, Semiconductor Circuit Layouts and Geographical Indications, etc. ? Practices issues of IPRs in Cyber Space, Fashion Design, Biotechnology and Pharmaceutical industry. ? Classifies systems in practice for various IPs. ? Provides IPRs legal provision in Indian context. ? Includes a comprehensive glossary of important terms. Contents: Preface Part I: Intellectual Property? A Strategic Tool 1. Intellectual Property System 2. IP Rights and Marketing Regulations 3. IP Management Framework 4. IP Audits Part II: Intellectual Property: Legal Protection 5. Intellectual Property Rights (IPRs) 6. Patents 7. Trademarks 8. Copyrights 9. Trade Secrets 10. Industrial Designs 11. Geographical Indications 12. Semiconductor Integrated Circuit Layout Design 13. The Protection of Plant Varieties and Farmers? Rights (PPVFR) 14. Biodiversity and Traditional Knowledge Part III: Intellectual Property Exploitation and Risk Coverage 15. IPRs in Cyber Space 16. IPRs in Pharmaceutical Sector 17. IPR in Fashion Industry 18. IPRs in Biotechnology Sector Part IV: Intellectual Property?Exploitation and Risk...



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