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Intellectual Property Revolution: Successfully manage your IP assets, protect your brand and add value to your business in the digital economy

Shireen Smith

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"Getting your IP assets nailed early is essential to realise a business' true value."
DEBORAH MEADEN, BUSINESSWOMAN AND STAR OF DRAGONS' DEN



Intellectual Property Revolution

Successfully manage your IP assets, protect your brand and add value to your business in the digital economy

SHIREEN SMITH

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Shireen Smith : Intellectual Property Revolution: Successfully manage your IP assets, protect your brand and add value to your business in the digital economy before purchasing it in order to gage whether or not it would be

worth my time, and all praised Intellectual Property Revolution: Successfully manage your IP assets, protect your brand and add value to your business in the digital economy:

We're undergoing a quiet revolution. The new currency in our digital economy is information, ideas, know-how, brands, systems and data. Whether you're starting a new business, building a brand identity or launching a new product or service, you're also creating intellectual property. Do it right and the intangible assets you create could be worth more than the products or services themselves. Do it wrong and you could miss vital opportunities, have your true value stolen or find yourself on the wrong side of an intellectual property dispute. Shireen Smith brings her years of experience as an IP lawyer with specialist knowledge of the digital playing field to highlight the new threats and opportunities of IP in today's global marketplace. Combining comprehensive coverage of all areas relating to IP with real case studies of IP in action, this book will enable you to... Implement your ideas and unlock their full commercial potential
Bullet-proof your brand and protect your best ideas
Identify your most valuable intellectual property assets
Harness IP to create scarcity and drive up business value
Innovate and stay ahead in your industry
Avoid accidentally infringing the rights of others