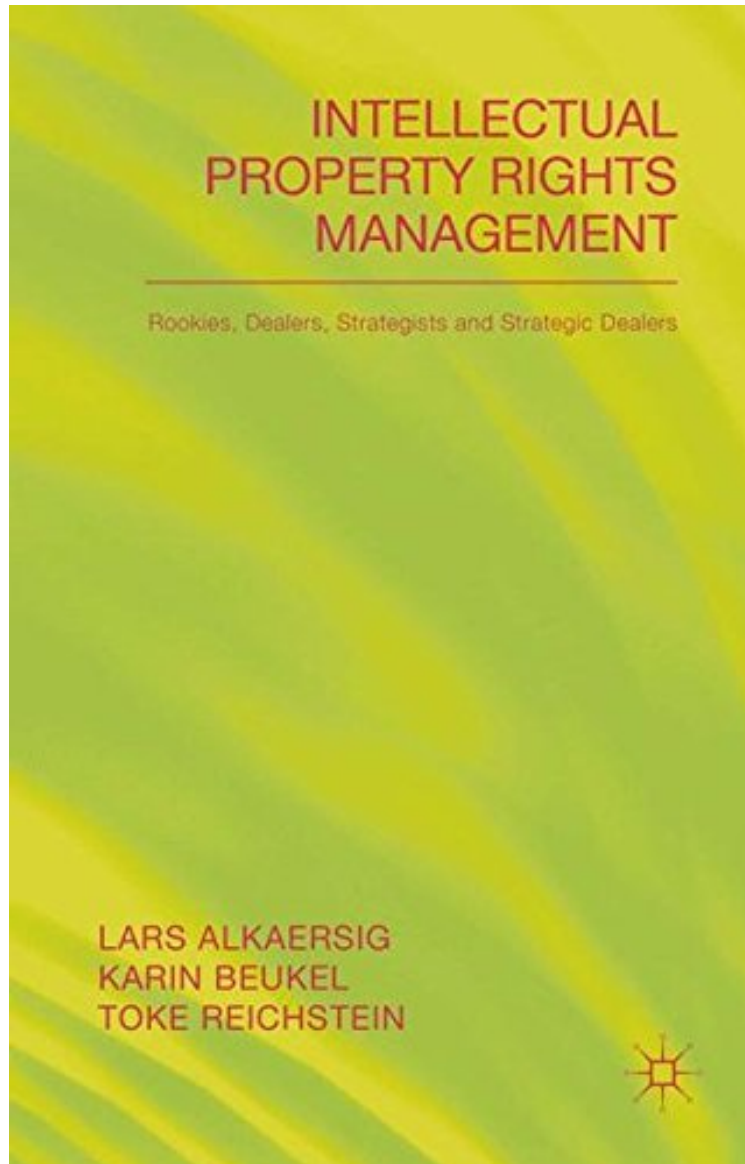


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Intellectual Property Rights Management: Rookies, Dealers and Strategists

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This book explores how the entire toolbox of intellectual property (IP) protection and management are successfully combined and how firms generate value from IP. It provides a framework of archetypes which firms will be able to self-identify with and which will allow companies to focus on the IP and IP Management issues most relevant to them.

About the AuthorLars Alkrsig is Assistant Professor in the Department of Management Engineering at Technical University of Denmark. Karin Beukel is Assistant Professor of Innovation and Entrepreneurship in the Department of Food and Resources Economics at Copenhagen University, Denmark. Toke Reichstein is Professor in the Department of Innovation and Organizational Economics at Copenhagen Business School, Denmark.