Springer

1st
edition

Due 2020-12-29

1st ed. 2021, XX, 264 p. 77
illus., 1 illus. in color.

Printed book

Hardcover

Printed book

Hardcover

ISBN 978-3-030-59008-6

£ 64,99 | CHF 88,50 | 74,99 € |
82,49 € (A) | 80,24 € (D)

In production

Discount group

Standard (0)

Product category

Professional book

Series

Management for Professionals

Business and Management : Business and Management, general

Gassmann, O., Bader, M.A., Thompson, M.J.

Patent Management

Protecting Intellectual Property and Innovation

- Provides valuable managerial insights into patent management from a practical perspective
- Analyses the most important current industry sectors and new technologies across the world
- Written by established authors with an outstanding experience in management and academia

This book provides an overview of the common concepts and building blocks of patent management. It addresses executives in the areas of innovation, R & D, patent and intellectual property management as well as academics and students. The authors give valuable information on the characteristics of patent and intellectual property management, based on the collaboration with companies and organizations from Europe, China, Japan, Argentina, Brazil, India, Canada and the US. A reference for managers who want to bring information technology innovation with a clear intellectual property strategy to the market. A very readable book. Thomas Landolt, Managing Director, IBM A really comprehensive, all-in book about Patents – strategy, value, management and commercialization. And not forgetting what they are for – foster innovation. Dr. Joerg Thomaier, Head of IP Bayer Group

Order online at springer.com/booksellers

Springer Nature Customer Service Center GmbH

Customer Service

Tiergartenstrasse 15-17

69121 Heidelberg

Germany

T: +49 (0)6221 345-4301

row-booksellers@springernature.com

ISBN 978-3-030-59008-6 / BIC: KJ / SPRINGER NATURE: SC500000

Prices and other details are subject to change without notice. All errors and omissions excepted. Americas: Tax will be added where applicable. Canadian residents please add PST, QST or GST. Please add \$5.00 for shipping one book and \$ 1.00 for each additional book. Outside the US and Canada add \$ 10.00 for first book, \$5.00 for each additional book. If an order cannot be fulfilled within 90 days, payment will be refunded upon request. Prices are payable in US currency or its equivalent.

Part of **SPRINGER NATURE**