



## Intellectual Property Management in Techno-Economic Paradigm

By Rajesh Asrani

LAP Lambert Academic Publishing Dez 2011, 2011. Taschenbuch. Book Condition: Neu. 220x150x25 mm. Neuware - In the current techno-economic paradigm, IPR affect organisations at the micro as well as macro economic levels. In fact, with development in the area being so pertinent to the global scenario and with the influence of multiple disciplines, it has become important for organisations to formulate strategies and policies to manage intellectual property. Issues like valuation and accounting of intellectual property now top the priority list of technology intensive organisations. Intellectual asset procurements are now ensuring a great number of acquisitions and take-overs. Organisations face dilemma over the transfer of technology and choice of entry in a domestic or a foreign isle. Licensing an intellectual property, direct entry or sharing intellectual property through joint ventures has become a difficult choice for organisations of international stature. The current research is an initiator to address a pool of managerial, legal and economic concerns about strategy, valuation and accounting, controls and audits, and about managing intellectual property as a key source for differentiation as an innovative and wealth creating organisation. 412 pp. Englisch.



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