



Managing Your Intellectual Property Assets (Entrepreneurship and Small Business Management Collection)

Scott Shane

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This book outlines and illustrates strategies that you must employ to protect your intellectual property. There are legal means available to you, and this book defines these means and explains them in plain language. If you want to protect your innovative product and service from your competition this book shows you how. It also provides you with the steps and actions needed to generate competitive advantage and profit for your company.

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