



# Intellectual Property Strategy (The MIT Press Essential Knowledge series)

*John Palfrey*

Download now

[Click here](#) if your download doesn't start automatically

# Intellectual Property Strategy (The MIT Press Essential Knowledge series)

*John Palfrey*

## **Intellectual Property Strategy (The MIT Press Essential Knowledge series) John Palfrey**

Most managers leave intellectual property issues to the legal department, unaware that an organization's intellectual property can help accomplish a range of management goals, from accessing new markets to improving existing products to generating new revenue streams. In this book, intellectual property expert and Harvard Law School professor John Palfrey offers a short briefing on intellectual property strategy for corporate managers and nonprofit administrators. Palfrey argues for strategies that go beyond the traditional highly restrictive "sword and shield" approach, suggesting that flexibility and creativity are essential to a profitable long-term intellectual property strategy -- especially in an era of changing attitudes about media. Intellectual property, writes Palfrey, should be considered a key strategic asset class. Almost every organization has an intellectual property portfolio of some value and therefore the need for an intellectual property strategy. A brand, for example, is an important form of intellectual property, as is any information managed and produced by an organization. Palfrey identifies the essential areas of intellectual property -- patent, copyright, trademark, and trade secret -- and describes strategic approaches to each in a variety of organizational contexts, based on four basic steps. The most innovative organizations employ multiple intellectual property approaches, depending on the situation, asking hard, context-specific questions. By doing so, they achieve both short- and long-term benefits while positioning themselves for success in the global information economy.

 [Download Intellectual Property Strategy \(The MIT Press Esse ...pdf](#)

 [Read Online Intellectual Property Strategy \(The MIT Press Es ...pdf](#)

## **Download and Read Free Online Intellectual Property Strategy (The MIT Press Essential Knowledge series) John Palfrey**

---

### **From reader reviews:**

#### **James Williams:**

Nowadays reading books become more and more than want or need but also be a life style. This reading habit give you lot of advantages. Advantages you got of course the knowledge the particular information inside the book in which improve your knowledge and information. The info you get based on what kind of book you read, if you want get more knowledge just go with knowledge books but if you want truly feel happy read one with theme for entertaining like comic or novel. The particular Intellectual Property Strategy (The MIT Press Essential Knowledge series) is kind of reserve which is giving the reader capricious experience.

#### **Pearl Dyson:**

Information is provisions for folks to get better life, information currently can get by anyone at everywhere. The information can be a know-how or any news even a concern. What people must be consider whenever those information which is from the former life are challenging to be find than now is taking seriously which one is acceptable to believe or which one the particular resource are convinced. If you obtain the unstable resource then you get it as your main information you will see huge disadvantage for you. All those possibilities will not happen in you if you take Intellectual Property Strategy (The MIT Press Essential Knowledge series) as your daily resource information.

#### **Janet Thaxton:**

It is possible to spend your free time to see this book this guide. This Intellectual Property Strategy (The MIT Press Essential Knowledge series) is simple bringing you can read it in the playground, in the beach, train as well as soon. If you did not include much space to bring the actual printed book, you can buy the particular e-book. It is make you easier to read it. You can save the actual book in your smart phone. Thus there are a lot of benefits that you will get when you buy this book.

#### **Michael Blossom:**

Don't be worry in case you are afraid that this book may filled the space in your house, you can have it in e-book means, more simple and reachable. This Intellectual Property Strategy (The MIT Press Essential Knowledge series) can give you a lot of close friends because by you checking out this one book you have matter that they don't and make anyone more like an interesting person. This specific book can be one of one step for you to get success. This publication offer you information that maybe your friend doesn't know, by knowing more than additional make you to be great persons. So , why hesitate? Let me have Intellectual Property Strategy (The MIT Press Essential Knowledge series).

**Download and Read Online Intellectual Property Strategy (The MIT Press Essential Knowledge series) John Palfrey  
#C8LJVS4NXEF**

## **Read Intellectual Property Strategy (The MIT Press Essential Knowledge series) by John Palfrey for online ebook**

Intellectual Property Strategy (The MIT Press Essential Knowledge series) by John Palfrey Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Intellectual Property Strategy (The MIT Press Essential Knowledge series) by John Palfrey books to read online.

### **Online Intellectual Property Strategy (The MIT Press Essential Knowledge series) by John Palfrey ebook PDF download**

#### **Intellectual Property Strategy (The MIT Press Essential Knowledge series) by John Palfrey Doc**

**Intellectual Property Strategy (The MIT Press Essential Knowledge series) by John Palfrey Mobipocket**

**Intellectual Property Strategy (The MIT Press Essential Knowledge series) by John Palfrey EPub**