

ESSENTIALS **of** **Intellectual Property**

- What is intellectual property?
- Impact of IP on the bottom line
- Valuation tips for new and existing technologies
- Developing a licensing strategy
- Step-by-step analysis of infringement litigation

Alexander I. Poltorak
Paul J. Lerner

Essentials Of Intellectual Property Essentials Series

Alexander I. Poltorak, Paul J. Lerner



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Walden, 2007-10-30 Business is one of the most potent cultural forces today profoundly affecting every facet of our lives whether we are working in a corporate environment or not This book surveys some of the most controversial issues and topics central to the contemporary business world Included are more than 70 alphabetically arranged entries written by expert contributors Each entry explores a topic's relevance and influence highlights opposing viewpoints provides sidebars of interesting information and lists resources for further research For students and general readers this book is an engaging accessible and essential resource on the role of business in society Globalization Outsourcing Downsizing These are some of the economic issues at the center of today's society Time after time we see that business is one of the most powerful forces in the modern world profoundly affecting every facet of our lives whether we work in a corporate environment or not Because in one way or another the world is all about economics students need to understand and appreciate the role of business in their lives This book overviews the most important topics and issues characterizing the role of business in today's society Included are alphabetically arranged entries on more than 70 critical issues or topics central to the role of business in our lives Each is written by an expert contributor and provides a summary of the topic's relevance and influence a consideration of opposing viewpoints and a list of resources for further research For students and general readers this book is an engaging accessible and essential resource on the role of business in everyday life Essentials of Supply Chain Management Michael

H. Hugos, 2018-03-13 The bestselling guide to the field updated with the latest innovations Essentials of Supply Chain Management is the definitive guide to the field providing both broad coverage and necessary detail from a practical real world perspective From clear explanation of fundamental concepts to insightful discussion of supply chain innovation this book offers students and professionals a comprehensive introduction with immediately applicable understanding The fourth edition has been updated to reflect the current state of the field with coverage of the latest technologies and new case studies that illustrate critical concepts in action Organized for easy navigation and ease of use this invaluable guide also serves as a quick reference for managers in the field seeking tips and techniques for maximizing efficiency and turning the

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functional area within treasury and includes guidelines for best practices and relevant technologies. With tips and techniques it provides a practical overview of treasury and its relationship to every part of an organization. Karen Horcher enjoys a well earned reputation as an expert in her field having both written and taught financial seminars for the Treasury Management Association of Canada (TMAC) for the past seven years. Her many years of experience as a front line banker lend credibility to her work. Karen is justly appreciated for her ability to make complex financial concepts easy to understand. Blair McRobie, Executive Director, Treasury Management Association of Canada, *Essentials of Managing Treasury* provides an excellent perspective on the history, breadth and current trends in treasury management. The reader can quickly grasp the real world of treasury management and the practical and strategic issues faced by treasurers and financial professionals today. Brian McArthur, Vice President, Treasury Management, Royal Bank Financial Group, *The Wiley Essentials Series* because the business world is always changing and so should you.

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