

# Understanding and Profiting from Intellectual Property:

Deli Yang



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## **Understanding and Profiting from Intellectual Property:**

Deli Yang

#### Understanding and Profiting from Intellectual Property: Deli Yang

This book discusses the strategic and managerial issues surrounding intellectual property (IP) and the international commercialisation of these embedded products in the international market. Four sections cover Fundamentals of IP, Country Factors and Their Impact on IP, International Management of IP and International Strategies of IP. The discussions are supported by relevant case studies and statistical data.

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