



MANAGING INTELLECTUAL PROPERTY THE STRATEGIC IMPERATIVE

VINOD V. SOPLA

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The book presents a comprehensive treatment of Intellectual Property concepts and its applications in Indian industry. Now, in its Fourth Edition, it includes a new chapter on IPR in Biotechnology and numerous cases/caselets in most of the chapters. It provides a strategic framework for IP management, leading to competitive advantage for a business enterprise. Besides explaining the conceptual framework and practices of IP management, the book discusses IP as a strategic tool, its commercial exploitation and strategies for risk management of IP. Web-based material comprising chapter-wise PowerPoint Presentations (PPTs) and Multiple Choice Questions is available at www.phindia.com/sople

This book is primarily intended as a text for postgraduate students of management, students of engineering and those who are pursuing certificate, postgraduate diploma or degree courses in IPR. In addition, professionals and corporate decision-makers should find the text valuable.

Key Features

- Discusses IPs such as Patents, Copyrights, Trademarks, Trade Secrets, Designs, Semiconductor Circuit Layouts and Geographical Indications, etc.
- Practices issues of IPRs in Cyber Space, Fashion Design, Biotechnology and Pharmaceutical industry.
- Classifies systems in practice for various IPs.
- Provides IPRs legal provision in Indian context.
- Includes a comprehensive glossary of important terms.

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