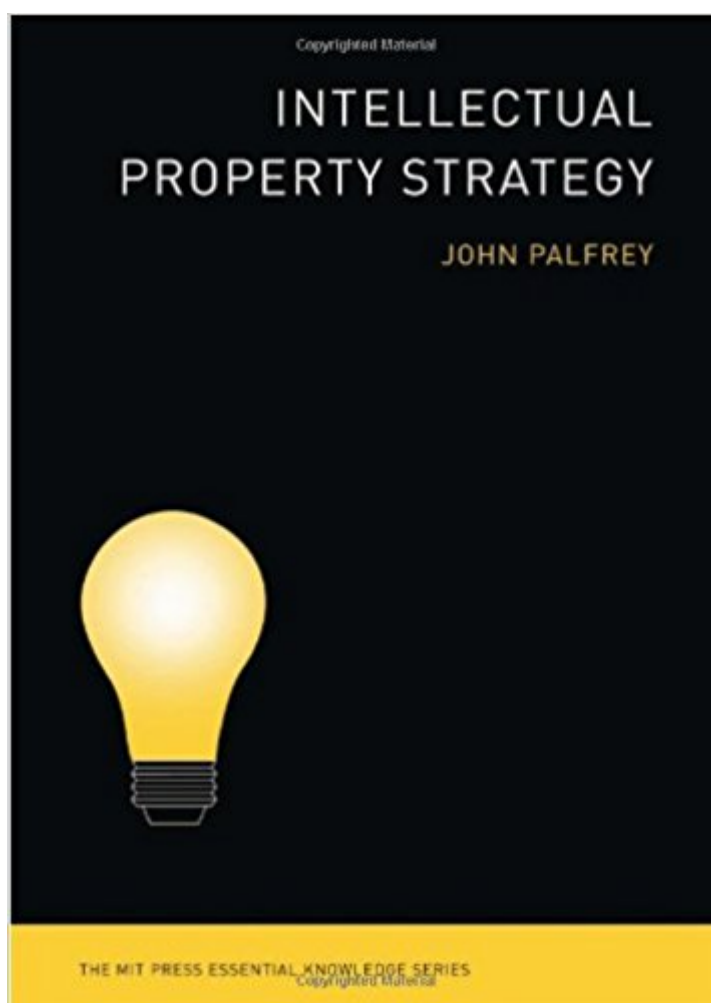


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# Intellectual Property Strategy (The MIT Press Essential Knowledge Series)



## Synopsis

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.

## Book Information

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## Customer Reviews

Palfrey backs up each point in this clear and well-written work with specific examples....

Recommended for specialized collections. (Library Journal)

This book is written for the CEOs and other senior leaders of all kinds of organizations as a primer on intellectual property strategy. I wrote it with the aim that someone could read it on a single plane flight, say from New York to San Francisco, or Zurich to Hong Kong. It is meant to be accessible and practical and useful -- while grounded in the latest research about the business, economics, law, and culture related to intellectual property.

You should think of intellectual property as a flexible asset class that can help your organization in a broad range of ways, according to Harvard Law School Professor John Palfrey in this book.

Whether your organization is a for-profit business or a non-profit institution, you should give special consideration to strategies of openness rather than exclusion, especially in the information context. The author goes on to provide four recommendations on the strategic approach which your organization should take to intellectual property: 1. Consider intellectual property to be an asset class; 2. Be open to what your customers, competitors and others can offer you in terms of intellectual property; 3. Intellectual property is more valuable for creating freedom of action than as an offensive weapon against others; 4. Be creative and flexible in what you do with your intellectual property. Traditional approaches to intellectual property have been challenged by developments over the past 20 years with the open source movement and the proliferation of Internet services such as YouTube and file-sharing services which skate around the boundaries of intellectual property legitimacy but which copyright owners have been unable to shut down because of their immense popularity and power. Rigid enforcement of rights has become a political act likely to engender community ill-will; hence the wisdom in the author's advice to use openness rather than exclusion as a guiding policy. In my view the author has succeeded in explaining intellectual property in language which can be understood by anyone. The author has his own views, but manages to steer clear of controversy. The book is short enough to maintain the reader's interest, and it is pitched at about the right level for an executive who needs to understand what intellectual property is and why it is important.

Structure was clear. Fairly limited scope focuses on what to do with existing IP and little regarding offensive strategies for generating new IP.

I bought this for class, but it ended up actually enjoying reading it. The writing flows much better/is less dry than a textbook and it presents the subject matter in an interesting way. I'd have read it even if it wasn't required for class.

Excellent book for beginners and ip specialist, its the core of the ip strategy for lawyers and business people, ok

This book is silly. Virtually content free, it rings with the constant refrain that a strategic thinker will deal with Intellectual Property as an asset class. Duh. The book is free of any practical information or actionable content for business managers.

It is probably worth buying for just the first chapter. Luckily it is inexpensive so a chapter at \$10 makes some sense.

A little dry, but a lot of good information in here. I will keep this at the end of the semester.

Great book, besides the fact that its a bit small!

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