

# Valuing Intellectual Property In Japan, Britain And The United States

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As shown by the bursting of the dotbubble, intellectual property is easily misevaluated. Re-evaluating risk and understanding the true value of intellectual property is a major problem, particularly important for business practitioners, including business analysts and investors, venture capitalists, accountants, insurance experts, intellectual property lawyers and also for those who hold intellectual property assets, such as media, publishing and pharmaceutical companies, and universities and other research bodies. Written by the foremost authorities in the field, this book considers the latest developments and puts forward much new thinking. This book includes thorough coverage of developments in Japan, which, as the country where significantly more new patents are registered each year than in any other country, is particularly important for this subject. Publisher: Routledge Curzon Illustration: N Language: ENG Title: Valuing Intellectual Property in Japan, Britain and the United States Pages: 00000 (Encrypted PDF) On Sale: 2004-05-27 SKU-13/ISBN: 9780415341127 Category: Business & Economics : Economics - General

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