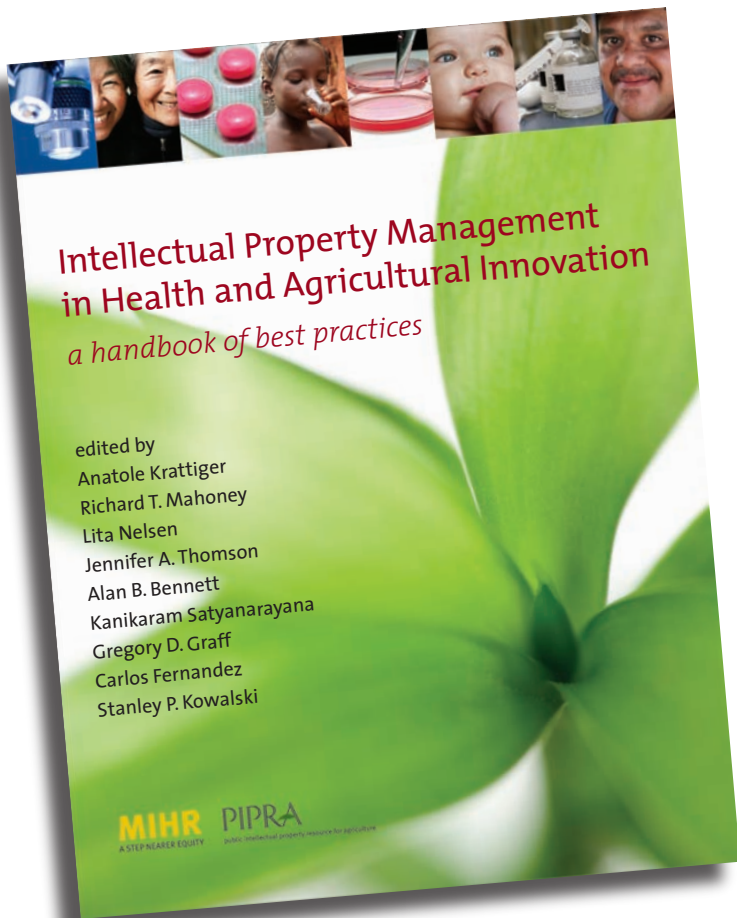




Sharing the Art of IP Management



Prepared for policy makers, leaders of public sector research establishments, technology transfer professionals, licensing executives, and scientists, this book offers information and strategies for utilizing the power of both IP and the public domain. It illustrates how IP can be judiciously leveraged to forge stronger partnerships and usher in a new age of collaboration and sharing.

The book puts aside ideological debates to focus on pragmatic considerations and practical opportunities. Written by practitioners in the field, its ~135 chapters are a comprehensive resource on current IP management issues and approaches. While the authors always keep their eye on the big picture, the Handbook eschews general proclamations. Instead, it puts forward thoughtful dialogue aimed at real-world problems faced by those who want to put IP to work for the public sector and public interest.

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(to be published in spring 2007)

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