Moberly

Safeguarding Intangible Assets

Safeguarding Intangible Assets provides strategies for preserving and enhancing a company’s intangible assets to increase its profitability, competitiveness, and sustainability. Intangible assets such as patents, trademarks, copyrights, methodologies, and brand typically account for 80 percent of an organization’s value and revenue. There are many forces making it more and more difficult to protect these assets, and securing them is a complex issue often overlooked by security and risk managers. Many security managers do not have adequate policies or procedures in place to protect these assets from compromise, infringement, and theft. Safeguarding Intangible Assets provides managers with the tools necessary for protecting these assets through effective and consistent oversight designed to preserve their control, use, and ownership. The book offers strategies for various types of business transactions, such as mergers and acquisitions, corporate-university R&D alliances, new product launches, early stage firms, and university-based spin-offs.

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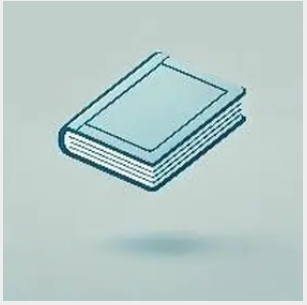

49,00 €
49,00 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9780128005163
Medium: Buch
ISBN: 978-0-12-800516-3
Verlag: Elsevier Science
Erscheinungstermin: 10.07.2014
Sprache(n): Englisch
Auflage: Erscheinungsjahr 2014
Produktform: Kartoniert
Gewicht: 327 g
Seiten: 190
Format (B x H): 151 x 231 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)