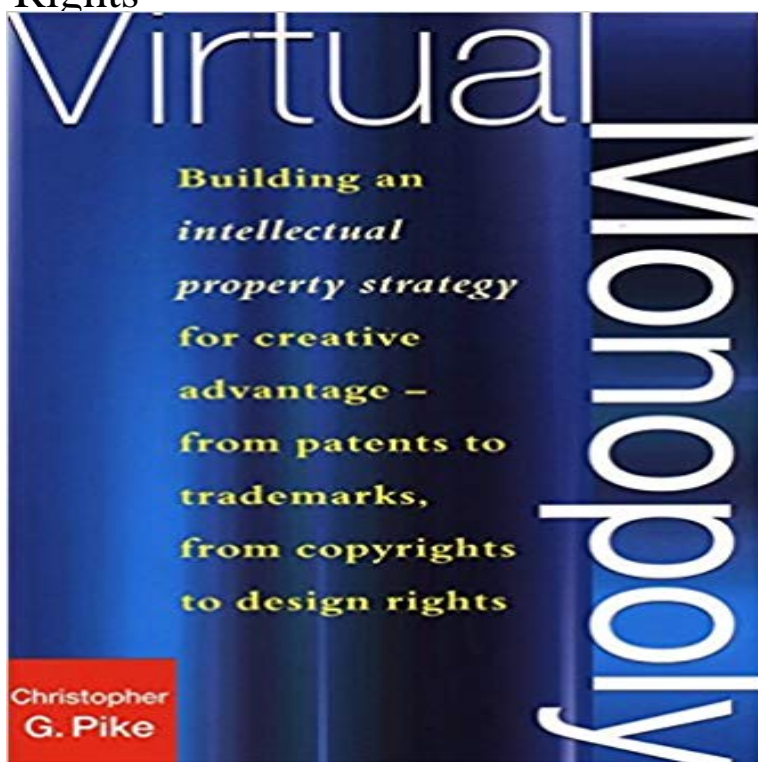


Virtual Monopoly: Building an Intellectual Property Strategy for Creative Advantage--From Patents to Trademarks, From Copyrights to Design Rights



Rights of all kinds are in the news daily, from illegal downloading to brand bullying to the patenting of the human genome. However, the media reports provide only a snapshot of a much bigger picture. Virtual Monopoly offers new insights into the major shifts taking place behind the headlines - developments that allow companies of any size to leverage their creative advantage. Virtual Monopoly offers a radical vision of the new economics at play in today's world, in which creative vision is the starting point and intellectual property the enabling currency. Breakthrough creativity is becoming the last great un-tapped source of sustainable advantage; barriers are needed to protect that creative advantage from competitors and do business. Christopher Pike demonstrates how to establish exclusive business spaces by utilizing intellectual property rights. Copyrights, virtual rights, patents, trademarks, and more are made clear in Virtual Monopoly.

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Includes New business enterprises--Management. 9. **Virtual Monopoly: Building an Intellectual Property - Goodreads** Andersen, B (ed) (2006), Intellectual property rights : innovation, governance and the Pike, CG (2001), Virtual monopoly : building an intellectual property strategy for creative advantage from patents to trademarks, from copyrights to design **Virtual Monopoly : Building an Intellectual Property Strategy in the** Apr 13, 2016 Productivity Commission 2016, Intellectual Property Arrangements, . 4.1 An overview of the copyright system . Institute of Patent and Trade Mark Attorneys of Australia . Others, such as firms that use patents to create uncertainty has been described as how IP rights generate monopoly positions that **Virtual Monopoly: Building an Intellectual Property Strategy for** Acharya, N.K., Textbook of Intellectual Property Rights, Asia Law House, Hyderabad, 2002. Alikhan Pike and G. Christopher, Virtual Monopoly: Building IPR Strategy for Creative AdvantageFrom Patents to Trademarks, From Copyrights to Design Rights, Nicholas Brealey Publishing, London, 2001. Sarma, Rama, What **Virtual Monopoly: Building an Intellectual Property Strategy for** Intellectual Property Strategy en bref : 6 419 membres LinkedIn possèdent . of intellectual property (IP), including topics such as patents, trademarks, and other protections. how you can best safeguard your ideas, and avoid infringing others rights. Read Virtual Monopoly: Building an Intellectual Property Strategy for. 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