



# Intellectual Property and Business: The Power of Intangible Assets

*Rodney D Ryder, Ashwin Madhavan*

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# Intellectual Property and Business: The Power of Intangible Assets

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**Intellectual Property and Business: The Power of Intangible Assets** Rodney D Ryder, Ashwin Madhavan Intellectual Property (IP) is one of the most vital assets for any business organization. It is a domain not restricted to lawyers alone; it is a crucial area of concern for business organizations, managers, and corporate leaders. **Intellectual Property and Business** demonstrates how companies can deploy their IP not just as legal instruments but also as dominant and powerful financial assets, and as useful arsenal that can boost their business.

The book aims to provide a basic understanding of various forms of IP that business organizations need to protect, and to analyze and understand IP management and strategy through case studies. It highlights these aspects of IP management through the lens of both a lawyer and a business manager.



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