



Licensing Best Practices: Strategic, Territorial, and Technology Issues

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"The LESI Guide to Licensing Best Practices, to which I was proud to contribute, has found solid acceptance in the international licensing community. The new volume of *Licensing Best Practices* maintains this high standard. It was designed to be complementary to its predecessor and broadens the scope of the scholarship. Standing alone, *Licensing Best Practices* is a valuable source of contemporary information. In combination with The *LESI Guide to Licensing Best Practices*, we have a very valuable source of insights and practical knowledge."

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"Few if any other intellectual property references lay the required geographic foundation for the scientific, business, and legal issues presented. Goldscheider and Gordon demonstrate that tech transfer occurs in a global arena. The book lives up to its title: Licensing Best Practices."

—James E. Malackowski President & CEO, Ocean Tomo, LLC past president, LES-USA & Canada

An invaluable complement to the field's acclaimed book on licensing best practices

Spanning the globe, from Scandinavia to Japan and Mexico to Korea, *Licensing Best Practices* provides a comprehensive and user-friendly resource for professionals in licensing and technology management. Featuring contributions from some of the most highly regarded LESI professionals, this definitive guide includes detailed discussions on some of the hottest topics in licensing, including:

- Licensing and Technology Transfer to China
- Software Licensing as a Driver of the Indian Economy
- Secrets of Successful Dealmaking in Asia
- Licensing in Scandinavia-Home of Entrepreneurial Inventors, Industrialists, and Philanthropists
- Global Innovation and Licensing Opportunities on the Internet
- Energy and Environment Driving Technology and Licensing
- Licensing Nanotechnology
- Assuring Royalty Compliance in High Technology Licensing
- Intellectual Property Allocation Strategies in Joint Ventures
- Applications of Game Theory to IP Royalty Negotiations

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