



Ganzheitliches Intellectual Property Management im Unternehmen (German Edition)

Christian Stauf

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Christian Stauf geht der Frage nach, wie Unternehmen Innovationen bestmöglich schützen und verwerten können. Dazu entwickelt er einen ganzheitlichen Ansatz, der die Auswahl des Schutzinstrumentariums als Kernelement begreift und das gesamte Spektrum an juristischen und faktischen Instrumenten in das Kalkül einbezieht. Das Produktdesign hebt er dabei als wesentlichen Baustein heraus und analysiert die Vorteilhaftigkeit der hierfür infrage kommenden Schutzmöglichkeiten. Ziel ist es, Entscheidungsträgern sowohl die Notwendigkeit als auch die Potenziale eines ganzheitlichen Intellectual Property Managements zu vermitteln und dabei eine Brücke zwischen den ökonomischen und den rechtlichen Aspekten der Thematik zu schlagen.

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