



## IIMA - Business And Intellectual Property: Protect Your Ideas

*By Anurag K Agarwal*

Download now

Read Online ➔

### **IIMA - Business And Intellectual Property: Protect Your Ideas** By Anurag K Agarwal

Business and Intellectual Property reflects on the future of IP in the age of new media and shows how—in a rapidly changing business field—managers and decision-makers need to be more perceptive, agile and vigilant than ever before. Drawing on contemporary business affairs and strategies, it explores the nature and scope of IP and the evolution of national laws and global agreements like the TRIPs to protect it. It also explores the measures (the use of patents, copyrights and trademarks) used by some of the biggest brands—Coke, MGM, 20th Century Fox, Microsoft, Harrods, Maruti, Tata—to manage disputes and protect themselves.

📄 [Download IIMA - Business And Intellectual Property: Protect ...pdf](#)

📖 [Read Online IIMA - Business And Intellectual Property: Prote ...pdf](#)

# IIMA - Business And Intellectual Property: Protect Your Ideas

*By Anurag K Agarwal*

## **IIMA - Business And Intellectual Property: Protect Your Ideas** By Anurag K Agarwal

Business and Intellectual Property reflects on the future of IP in the age of new media and shows how—in a rapidly changing business field—managers and decision-makers need to be more perceptive, agile and vigilant than ever before. Drawing on contemporary business affairs and strategies, it explores the nature and scope of IP and the evolution of national laws and global agreements like the TRIPs to protect it. It also explores the measures (the use of patents, copyrights and trademarks) used by some of the biggest brands—Coke, MGM, 20th Century Fox, Microsoft, Harrods, Maruti, Tata—to manage disputes and protect themselves.

## **IIMA - Business And Intellectual Property: Protect Your Ideas** By Anurag K Agarwal Bibliography

- Sales Rank: #3766458 in eBooks
- Published on: 2016-10-25
- Released on: 2016-10-25
- Format: Kindle eBook

 [Download IIMA - Business And Intellectual Property: Protect ...pdf](#)

 [Read Online IIMA - Business And Intellectual Property: Prote ...pdf](#)

## **Editorial Review**

### **About the Author**

Anurag K. Agarwal is a mechanical Engineer from MNREC, Allahabad (now known as MNNIT). After working for less than a year with Bharat Petroleum, he decided to study law. He completed his LL.B., LL.M., and LL.D. from Lucknow University and a second LL.M. from Harvard Law School. He practised as an Advocate at Lucknow for about seven years and for about a year and a half at Delhi. He switched over to full-time teaching in 2004, with a brief stint at MDI Gurgaon. He has been with IIMA since then in the Business Policy Area and has been the Chairperson of the Post Graduate Programme in Public Management and Policy (PGP-PMP) at IIMA. He is a visiting faculty at ESSEC, Paris. His teaching and research interests include intellectual property, dispute resolution, and relationship between business, government, and law.

## **Users Review**

### **From reader reviews:**

#### **Toni Styer:**

Why don't make it to become your habit? Right now, try to prepare your time to do the important behave, like looking for your favorite book and reading a publication. Beside you can solve your trouble; you can add your knowledge by the publication entitled IIMA - Business And Intellectual Property: Protect Your Ideas. Try to face the book IIMA - Business And Intellectual Property: Protect Your Ideas as your close friend. It means that it can for being your friend when you experience alone and beside regarding course make you smarter than previously. Yeah, it is very fortunated for you. The book makes you a lot more confidence because you can know every thing by the book. So , let us make new experience and also knowledge with this book.

#### **Elaine Moore:**

Do you certainly one of people who can't read pleasurable if the sentence chained inside the straightway, hold on guys this aren't like that. This IIMA - Business And Intellectual Property: Protect Your Ideas book is readable through you who hate those perfect word style. You will find the info here are arrange for enjoyable reading through experience without leaving actually decrease the knowledge that want to provide to you. The writer regarding IIMA - Business And Intellectual Property: Protect Your Ideas content conveys the idea easily to understand by most people. The printed and e-book are not different in the written content but it just different available as it. So , do you continue to thinking IIMA - Business And Intellectual Property: Protect Your Ideas is not loveable to be your top collection reading book?

#### **Gregory Polster:**

This book untitled IIMA - Business And Intellectual Property: Protect Your Ideas to be one of several books this best seller in this year, honestly, that is because when you read this book you can get a lot of benefit upon it. You will easily to buy this book in the book retail outlet or you can order it by using online. The

publisher of the book sells the e-book too. It makes you quickly to read this book, as you can read this book in your Mobile phone. So there is no reason to you to past this book from your list.

**Bessie Scudder:**

Reading a guide make you to get more knowledge from this. You can take knowledge and information from your book. Book is written or printed or descriptive from each source that will filled update of news. With this modern era like right now, many ways to get information are available for a person. From media social such as newspaper, magazines, science book, encyclopedia, reference book, book and comic. You can add your understanding by that book. Do you want to spend your spare time to spread out your book? Or just looking for the IIMA - Business And Intellectual Property: Protect Your Ideas when you needed it?

**Download and Read Online IIMA - Business And Intellectual  
Property: Protect Your Ideas By Anurag K Agarwal  
#G4VF7CIXP3O**

# **Read IIMA - Business And Intellectual Property: Protect Your Ideas By Anurag K Agarwal for online ebook**

IIMA - Business And Intellectual Property: Protect Your Ideas By Anurag K Agarwal Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read IIMA - Business And Intellectual Property: Protect Your Ideas By Anurag K Agarwal books to read online.

## **Online IIMA - Business And Intellectual Property: Protect Your Ideas By Anurag K Agarwal ebook PDF download**

### **IIMA - Business And Intellectual Property: Protect Your Ideas By Anurag K Agarwal Doc**

**IIMA - Business And Intellectual Property: Protect Your Ideas By Anurag K Agarwal Mobipocket**

**IIMA - Business And Intellectual Property: Protect Your Ideas By Anurag K Agarwal EPub**

**G4VF7CIXP3O: IIMA - Business And Intellectual Property: Protect Your Ideas By Anurag K Agarwal**