

Preface

When it comes to starting, building, and expanding a business, entrepreneurs and business owners will invariably come to an intersection between business, financing, intellectual property, and the law. These areas are diverse, but an understanding of each is absolutely critical to the successful development of a company. With years of experience as consultants to entrepreneurs and business owners, the authors of this book have recognized the guidance that is needed, and have sought to furnish a guide to issues that are important to the growth and expansion of a business. Specifically, this book identifies and explains various sources of funding that are available to companies at different stages in the life cycle of a company, explores strategies for extracting economic value for a company's intellectual property assets, and provides a primer on intellectual property rights.

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Intellectual Property and Financing Strategies for
Technology Startups

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2017, XV, 256 p. 4 illus., Hardcover

ISBN: 978-3-319-49216-2