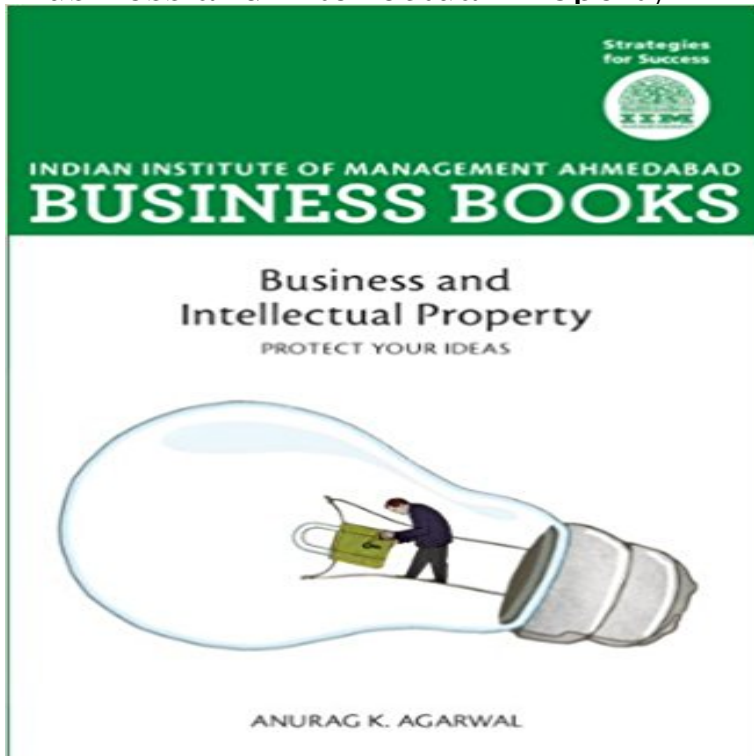


Business and Intellectual Property



Business and Intellectual Property reflects on the future of Intellectual Property (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 measures (use of patents, copyright, and trademarks) used by some of the biggest brands Coke, MGM, 20th Century Fox, Microsoft, Harrods, Maruti, Tata to manage disputes and protect themselves. Accessible, clear, and using a wide range of case studies, Business and Intellectual Property gives an excellent overview of a subject that is becoming a key aspect of many businesses today. The IIM Ahmedabad Business Books bring key issues in management and business to a general audience. With a wealth of information and illustrations from contemporary Indian businesses, these non-academic and user-friendly books from the faculty of IIM Ahmedabad are essential corporate reading.

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