



# **Economic Approaches to Intellectual Property Policy, Litigation, and Management**

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## **Economic Approaches to Intellectual Property Policy, Litigation, and Management**

Over the past century, the value and importance of intellectual property has grown rapidly worldwide. While it is crucial for companies to successfully manage their intangible assets, they face difficult questions in attempting to navigate the complex business and legal environment that surrounds IP rights.

**Economic Approaches to Intellectual Property Policy, Litigation, and Management** discusses real-world tools and strategies at the forefront of economic thinking about many of today's most prominent intellectual property issues. Co-edited by Dr. Gregory K. Leonard and Dr. Lauren J. Stiroh, this book is an anthology of 23 articles by economists associated with NERA, whose analyses have played a crucial role in numerous landmark legal and regulatory cases. The chapters explore topics ranging from the valuation of IP damages to intellectual property rights protection in China and the antitrust implications of standard setting and patent pools.

The book addresses such key questions as:

How should the owner of IP rights be compensated when those rights are violated?

What role should antitrust and competition policy play in intellectual property matters?

How can companies more accurately assess their R&D investments and strategies?

Should emerging economic powers implement and enforce more stringent intellectual property rights?

**Economic Approaches to Intellectual Property Policy, Litigation, and Management** should prove to be of interest to economists, lawyers, policy makers, executives managing IP portfolios, and law and business schools

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