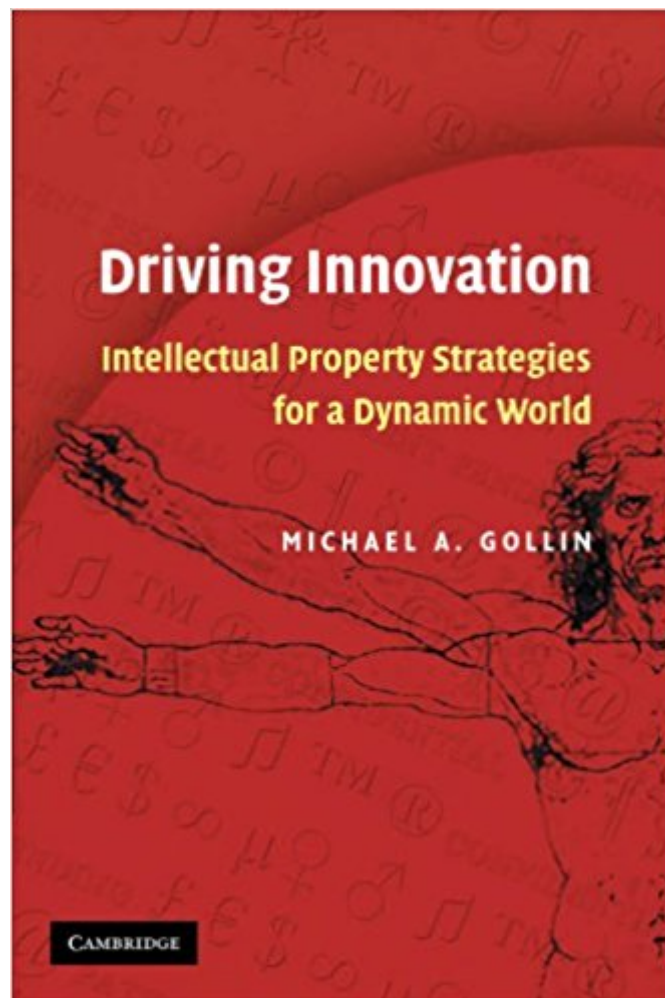




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# Driving Innovation: Intellectual Property Strategies For A Dynamic World



## Synopsis

Driving Innovation reveals the dynamics of intellectual property (IP) as it drives the innovation cycle and shapes global society. The book presents fundamental IP concepts and practical legal and business strategies that apply broadly to all innovation communities, including industry, nonprofit institutions, and developing countries. Topics include biotechnology, information technology, and entertainment. The book gives general readers and practitioners a global perspective on how the IP system balances exclusivity and public access to innovations, how it changes over time, and how it encourages, channels, and sometimes stifles innovation.

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## Customer Reviews

"Those of us who care about innovation know that we need to keep an eye on the big picture, including international and national intellectual property laws and public funding, while also working to support the individual creative and entrepreneurial acts that, together, lead to the benefits of innovation. I am pleased to introduce you to this book because it will help you do both." --From the Foreword by the Honorable Birch Bayh, United States Senator 1963-1981 "Gollin elegantly crafts knowledge once held only in the minds of international patent lawyers, intellectual property professionals, and hard to access seminar materials. This ground breaking work meets the need for a focused treatise on strategic decision making not taught in law and business schools but which lawyers and business people use to make global decisions about effective management of intellectual property rights. The book is not only presented in an accessible way that maximizes value to students, academics and professionals in many disciplines but also includes concepts that

are sure to inform seasoned intellectual property professionals." --Jon R. Cavicchi, Professor & Intellectual Property Librarian, Franklin Pierce Law Cent

"This book is destined to be a classic in the field. The author builds on the lessons of practical experience, using a clear and engaging writing style to present useful strategies in a fresh way." --Stephen C. Glazier, Esq., Partner, K&L Gates LLC, Author of Patent Strategies for Business and Technology Deals

"Like the air we breathe, intellectual property invisibly surrounds and sustains us ... the largely unseen driver of innovation. This remarkable book details the interconnectedness of intellectual property and innovation, how properly managed intellectual property can be the engine of innovation, from research & development, to invention, to product development to commercialization. This is explored within the context of the strategic management of intellectual property throughout the innovation cycle. The topics covered will be of interest to a wide audience of professionals: business people, economists, managers, government officials, scientists, and yes lawyers." --Stanley Kowalski, Editor, Intellectual Property Handbook of Best Practices

"This work is timely and has a global reach. Perspectives from science, technology, the arts, history, business, investment, law, and public policy are acknowledged and integrated in a framework of vibrant strategies relevant to all these stakeholders. This approach has proven effective in graduate education, and readers from all backgrounds will pick up new insights and tools to help them shape the future." --Leo Jennings, Esq., Baker & Hostetler LLP; Adjunct Professor, Georgetown University McDonough School of Business

"Gollin has done a remarkable job of pulling together a number of disparate threads of thought about the role of intellectual property in innovation. He places his discussion, both figuratively and in the actual construction of his book, between the arguments for and against intellectual property and a discussion about intellectual property and freedom. As to the arguments for and against intellectual property, he wisely states that we need not resolve the tense debate about whether intellectual property is inherently good or bad or even an end in itself. Rather, that the IP system should be seen as a "means to balance public access and private exclusivity." In the end he revisits this theme and sees the balance as being properly struck "between the freedom of an IP owner to exclude others, and the freedom of others to access the IP-protected innovation." Fortunately, Gollin does not leave at that. The largest part of the book is devoted to exploring the practical ways in which tensions can be resolved; how the freedoms he identifies can be respected. In his view, as in mine, it is about recognition of the role and limits of IP and securing IP rights and managing them to help organizations achieve their goals. It is this view of IP as a means and not an end of itself that is Gollin's simple, but powerful, insight." --Richard Wilder, Associate General Counsel for IP Policy, Microsoft Corporation

"This book works as a handbook for entrepreneurs as well as a reference for

institutional and industrial managers, designers and legal practitioners." --Book News Inc.

Driving Innovation describes the dynamics of intellectual property within society's innovation cycle. The book presents fundamental IP concepts along with practical legal and business strategies that apply to all innovation communities and gives readers a global perspective on how the IP system encourages, channels, and sometimes stifles innovation.

Great book, not much to say.

It is a wonderful book, plenty of good info

I had been writing on genetic resources-related topics, and used as background reading Michael Gollin's excellent "Driving Innovation: Intellectual Property Strategies in a Dynamic World," which is very enlightening and which I recommend for practice, journalism, and the classroom. Of course, the book is broader than my focused-interest, and I learned much about how innovation is spurred on, adopted, superceded by new thinking. It also exemplifies that intellectual property can no longer be seen as an arcane matter - for it has bearings on globalization as well as on a small company's or not-for-profit organization's decisions in our age of necessary mastering of technology. Excellent book !

Michael Gollin has written the definitive work on intellectual property, and it will be the leader in the field for many years to come due to both its comprehensiveness and readability. You can assess the comprehensiveness by looking at the table of contents, and you can verify the readability by reading the sample pages on [.com](#). Don't expect this book to be either pro- or anti-IP. IP principles and laws all have advantages and disadvantages, and Gollin objectively presents and discusses them all. This book is a must-read for every IP lawyer, and you shouldn't hire an IP lawyer who hasn't studied it. And you should replace your IP lawyer if you already have one and they don't devour this book. Nevertheless, this book is not just for lawyers. The writing style is suitable for a general audience, and every business executive worth their salt should read and re-read this book until they master the strategic concepts Michael presents.

While not readily apparent from the title, this comprehensive book should be read by all in-house counsel in technology and other companies with IP assets. It covers IP basics and addresses

history, public policy and strategic management from a global perspective. I did not expect to come across so many practical insights.

The author has done a fantastic job. He has made what most think a dull, boring subject alive and interesting.

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