



Valuing Intellectual Property in Japan, Britain and the United States

Ruth Taplin

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As over half the assets of many major companies are now intangible assets, there is an increasing need to assess more accurately the value of intellectual property (IP) from a wider interdisciplinary perspective. Re-evaluating risk and understanding the true value of intellectual property is a major problem, particularly important for business practitioners, including business analysts and investors, venture capitalists, accountants, insurance experts, intellectual property lawyers and also for those who hold intellectual property assets, such as media, publishing and pharmaceutical companies, and universities and other research bodies. Written by the foremost authorities in the field from Britain, Japan and the US, this book considers the latest developments and puts forward much new thinking. The book includes thorough coverage of developments in Japan, which is reviewing the value of IP at a much quicker pace than any other country and is registering ever-increasing numbers of patents in the course of inventing its way out of economic inertia.



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