



# R&D and Licensing: Building Value Through Intellectual Assets

*Kieran Comerford*

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# R&D and Licensing: Building Value Through Intellectual Assets

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## **R&D and Licensing: Building Value Through Intellectual Assets** Kieran Comerford

This book explains the principles of research and development (R&D) management in an environment which is open to external sources of technology. Organisations no longer undertake all of their R&D in-house. Increasingly, companies innovate by using a combination of R&D and externally sourced technologies. R&D and Licensing shows how to integrate these into the product and process development programme, and provides extensive guidance on intellectual property, licensing and royalty negotiations. The book demonstrates how companies increase their value through the acquisition of intellectual assets.

- Integrates the concepts of R&D management and technology licensing
- Describes technology acquisition strategies and techniques
- Explains how a knowledge of intellectual property can be used to add value

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