

Competitive Intelligence and Intellectual Property (2)

Key uses of Intellectual Property Assets

- Transforms an intellectual asset into a business asset
- **Exclude others/Entry Barrier:** To protect price and market share by excluding others from a specific marketplace and as a guarantee of channels to market
- **Risk Management/Freedom to Operate;** Insurance against legal action by competitors
- **Partnering:** Strategic alliances, commercialization, licensing, or held as a blocking strategy
- Raising Finance/monetization

Competitive Intelligence Using Intellectual Property

Liying Dong



Competitive Intelligence Using Intellectual Property:

Competitive Intelligence Using Intellectual Property Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has been apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**Competitive Intelligence Using Intellectual Property**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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