



Safeguarding Intangible Assets

Michael D. Moberly

Download now

[Click here](#) if your download doesn't start automatically

Safeguarding Intangible Assets

Michael D. Moberly

Safeguarding Intangible Assets Michael D. Moberly

Safeguarding Intangible Assets provides strategies for preserving and enhancing a company's intangible assets to increase its profitability, competitiveness, and sustainability. Intangible assets such as patents, trademarks, copyrights, methodologies, and brand typically account for 80 percent of an organization's value and revenue. There are many forces making it more and more difficult to protect these assets, and securing them is a complex issue often overlooked by security and risk managers. Many security managers do not have adequate policies or procedures in place to protect these assets from compromise, infringement, and theft. *Safeguarding Intangible Assets* provides managers with the tools necessary for protecting these assets through effective and consistent oversight designed to preserve their control, use, and ownership. The book offers strategies for various types of business transactions, such as mergers and acquisitions, corporate-university R&D alliances, new product launches, early stage firms, and university-based spin-offs.

- Offers step-by-step guidelines and best practices for establishing and maintaining an intangible asset protection program
- Provides intangible asset risk management strategies that preserve the company's value, revenue, and competitive advantages
- Shows how to collaboratively build a company culture that anticipates and recognizes intangible asset risks in everyday transactions and operations
- Strengthens the interface with other departments' security practices, including IT, management, legal, accounting, finance, and risk management

 [Download Safeguarding Intangible Assets ...pdf](#)

 [Read Online Safeguarding Intangible Assets ...pdf](#)

Download and Read Free Online Safeguarding Intangible Assets Michael D. Moberly

From reader reviews:

Phillip Patten:

Book is written, printed, or descriptive for everything. You can recognize everything you want by a publication. Book has a different type. To be sure that book is important point to bring us around the world. Close to that you can your reading skill was fluently. A book Safeguarding Intangible Assets will make you to become smarter. You can feel considerably more confidence if you can know about anything. But some of you think in which open or reading a new book make you bored. It is not necessarily make you fun. Why they could be thought like that? Have you looking for best book or ideal book with you?

Mary Hopkins:

This Safeguarding Intangible Assets book is not ordinary book, you have it then the world is in your hands. The benefit you receive by reading this book will be information inside this guide incredible fresh, you will get details which is getting deeper anyone read a lot of information you will get. This particular Safeguarding Intangible Assets without we know teach the one who reading it become critical in pondering and analyzing. Don't always be worry Safeguarding Intangible Assets can bring whenever you are and not make your bag space or bookshelves' come to be full because you can have it inside your lovely laptop even mobile phone. This Safeguarding Intangible Assets having fine arrangement in word and layout, so you will not really feel uninterested in reading.

Donna Eldridge:

The reserve untitled Safeguarding Intangible Assets is the e-book that recommended to you you just read. You can see the quality of the reserve content that will be shown to a person. The language that creator use to explained their way of doing something is easily to understand. The author was did a lot of analysis when write the book, so the information that they share to you is absolutely accurate. You also could possibly get the e-book of Safeguarding Intangible Assets from the publisher to make you much more enjoy free time.

Tammie Torres:

Many people spending their time by playing outside having friends, fun activity along with family or just watching TV all day every day. You can have new activity to pay your whole day by reading a book. Ugh, you think reading a book really can hard because you have to bring the book everywhere? It alright you can have the e-book, taking everywhere you want in your Touch screen phone. Like Safeguarding Intangible Assets which is having the e-book version. So , why not try out this book? Let's observe.

**Download and Read Online Safeguarding Intangible Assets Michael
D. Moberly #IKJCA1F79OW**

Read Safeguarding Intangible Assets by Michael D. Moberly for online ebook

Safeguarding Intangible Assets by Michael D. Moberly Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Safeguarding Intangible Assets by Michael D. Moberly books to read online.

Online Safeguarding Intangible Assets by Michael D. Moberly ebook PDF download

Safeguarding Intangible Assets by Michael D. Moberly Doc

Safeguarding Intangible Assets by Michael D. Moberly Mobipocket

Safeguarding Intangible Assets by Michael D. Moberly EPub