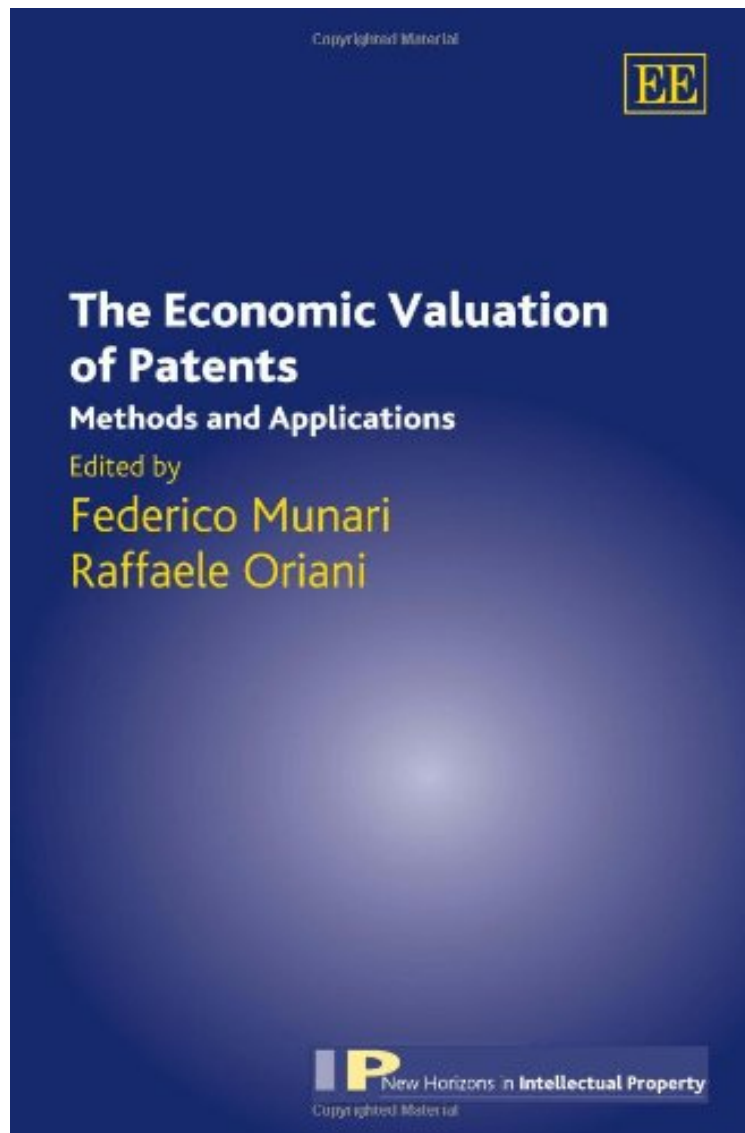


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## The Economic Valuation of Patents: Methods and Applications (New Horizons in Intellectual Property Series)

*Federico Munari, Raffaele Oriani*  
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Federico Munari, Raffaele Oriani : The Economic Valuation of Patents: Methods and Applications (New Horizons in Intellectual Property Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Economic Valuation of Patents: Methods and Applications (New Horizons in Intellectual

Property Series):

The Economic Valuation of Patents provides an original and essential analysis of patent valuation, presenting the main methodologies to value patents in different contexts. Starting with an analysis of the relevance of patent valuation from a strategic, economic and legal perspective, the book undertakes a thorough review of the existing financial and qualitative valuation methodologies. The contributing authors, IP experts from academia and business, discuss the application of valuation issues in various contexts such as patent portfolio management, licensing agreements, IP litigation, IP-backed finance and accounting. For each topic, an introductory theoretical background is provided and specific application contexts are then investigated. This multidisciplinary book bridges theory and practice in a unique and novel way that will be appreciated by graduate students, scholars and practitioners alike. Contributors: M.A. Bader, O. Gassmann, H. Goddar, M. Granieri, K. Laursen, M.I. Leone, S. Morricone, U. Moser, F. Munari, M.C. Odasso, N. Omland, R. Oriani, L. Sereno, M. Sobrero, L. Toschi, P.M. Valenti

In depth knowledge and scientific approach are used to improve patent valuation techniques... a dream book for both researchers and practitioners interested in identifying the value of creative minds. --Bruno van Pottelsberghe, Solvay Brussels School of Economics and Management, ULB, Belgium This book fills an important gap in the literature and will be very useful both to students of intellectual property and practitioners confronted by the problem of valuing their patent portfolios. An excellent overview of an evolving and challenging area, it provides the necessary background to thinking about the problem of valuation and describes all the major methods in use, including the real options approach. --Bronwyn H. Hall, University of California, Berkeley About the Author Edited by Federico Munari, Associate Professor, University of Bologna, Italy and Raffaele Oriani, Associate Professor, LUISS Guido Carli University, Italy