



Managing
Intellectual Property
in the Book Publishing Industry
A business-oriented information booklet
Creative industries - Booklet No. 1



Managing Intellectual Property in the Book Publishing Industry - Creative industries - Booklet no. 1

By WIPO, Monica Seeber, Richard Balkwill

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This introductory booklet on managing intellectual property in the book publishing industry is for publishers who wish to increase their understanding of how to manage intellectual property rights in a business context. The booklet offers practical information to help publishers both to exploit intellectual property rights as economic assets, and to avoid infringing the rights of others. While focusing primarily on publishers of trade books, the concepts covered are equally relevant to publishers of other printed literature, such as textbooks, newspapers, magazines and corporate literature.

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