

IP-Managerby **Alexander Wurzer**

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Prof. Wurzer is Director of the Institute for Intellectual Property Management at the Steinbeis University in Berlin, Associate Professor at CEIPI University of Strasbourg and holds teaching positions at a number of other institutions. He is also Managing Director of *Wurzer en Kollegen*, a Munich consulting firm, working in technology/IPR exploitation, licensing, (e)valuation, portfolio and strategy management. The other twenty eight co-authors are equally esteemed, with experience and qualifications from the academic, legal, governmental and industrial worlds. Their biographies are included in the book, and by themselves make interesting reading.

The general understanding of intellectual property management tends to be limited, vague and context sensitive; but made more pertinent with the Information Revolution morphing into the Knowledge Economy. This book is an up-to-date compilation work giving a comprehensive field description from the European perspective of, and for, the IP-manager. It is composed of twenty six self-standing papers divided into four basic sections written by multiple sources, designed, gathered and edited by Prof. Wurzer. Each chapter has enumerated paragraphs separately listing references – a mixture of primary and secondary, with suggested reading material, e.g. <http://eur-lex.europa.eu/LexUriServ/>, EPO Official Journal, Intellectual Assets Magazine, www.cipforum.org, the Economics of Knowledge (Foray, Boston 2006). In this manner the reader gains multiple perspectives on the topic via sections dedicated to IP-managers as 1) users of legal instruments, 2) innovative business model creators, 3) service providers in different industries, and 4) visionaries.

The overall thesis, which is proven, is that intellectual property management is an interdisciplinary field intertwining law, finance and strategy management. The first section (ch2-5) alludes to the legal instruments formalizing IP. The Litigation, and, Measuring and Accounting, chapters lay the groundwork. The second section (ch6-13) lays out the relationship to business. The IP Business Models, and, Organization, articles along with the discussion on (TRIZ-based) innovation get to the gist of the Wurzer doctrine, well encapsulated by a paper on the integration of enterprise and patent strategies. The third section (ch14-19) considers the service aspect, with the papers on consultant, external attorney and outsourcing perspectives. Finally the fourth section (ch20-26) alludes to the discipline's aspiration outlined in the final chapter, IP managers as CIPOs; corporate C-level status. Said assertion is explicated by interesting articles on the interdisciplinary nature and skillsets necessary.

The framework is useful whilst the multiple papers sometimes overlap, emphasizing and affirming points tying everything together. The format encourages pick'n'dip reading style. However in the process one may lose the bigger picture as one twenty page article at a time is enough. As a text book describing the core issues of intellectual property management it should be regarded as mandatory reading for CEIPI's executive Master2 degree in intellectual property law and management – sufficiently summarizing the program's key main topics. Indeed many contributors are former students of this program, and they bring with them diverse real-life industry and law practice experience.

In a number of years one may imagine a second edition filling out gaps and modifying the framework to further aid the reader. Possible suggestions would include; expanding the first section to include details of all forms of IPR equally (copyright and trademarks, not just patents). Swap the order of sections two and three. More details on global legal, financial and business aspects already touched on in the present third section chapters on the Pharma and software industries. IP-managers as promoters of strategic change in industries (ch14) could be added to with other industry examples, e.g. BioTech, Agri/Horti-culture etc... Add a section on IPR from the financial services perspective, especially regarding the creation of a new class of financial securities using IP-intangible assets as the underlying.

Overall – recommended, a good basis to start from; though don't be deluded into thinking an easy read as contemplation is required to get the best from this book.