



## Innovation and Technology Transfer for the Growing Firm: Text and Cases

*Julian Lowe, Nick Crawford*

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Innovation and Technology Transfer for the Growing Firm: Text and Cases is a practical guide and commentary in the field of technology transfer with emphasis on the economic and managerial aspects of the subject. The book is concerned with both positive and normative aspects of licensing.

The book is organized into three parts. Part I presents general definitions and discussion of factors impinging on the environment of licensing. Parts II and III deal with alternative licensing strategies, some empirical evidence, and a public policy approach that might be adopted by governments interested in using licensing to promote business development.

The text will be useful to students and practitioners in this field of interest.



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