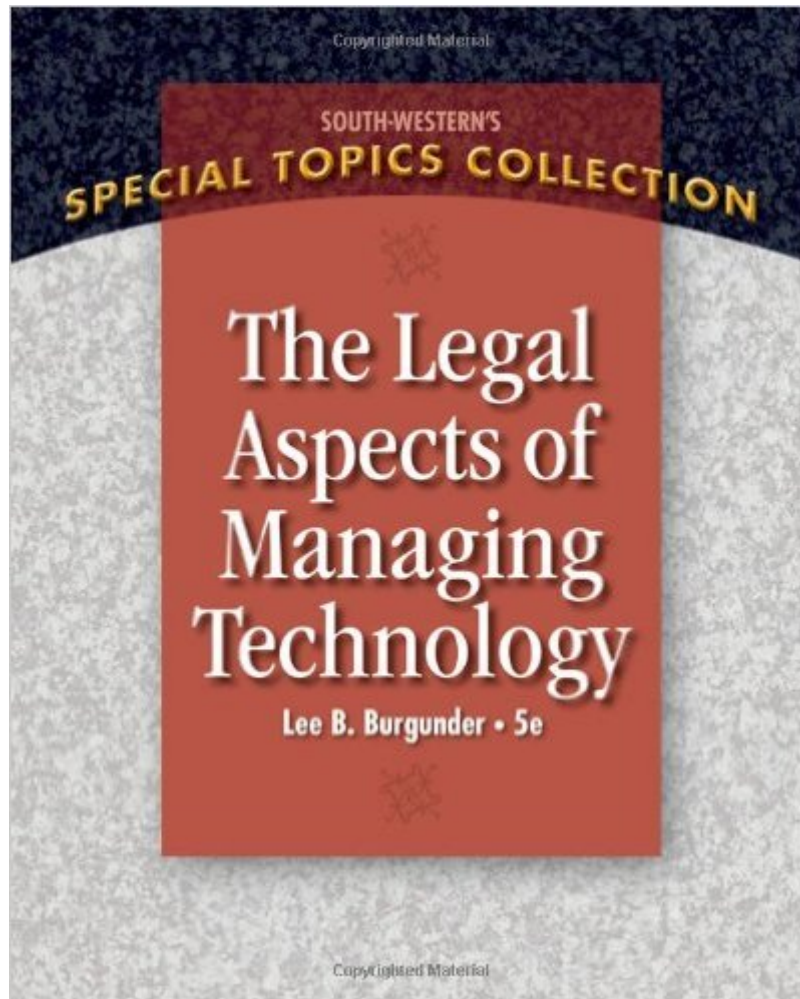


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# Legal Aspects Of Managing Technology (West Legal Studies In Business Academic)



## Synopsis

For future managers, the fast-paced world of technology offers both unlimited opportunities and difficult challenges. Understanding what the laws are, why they're important, and how they apply to cyberspace will help you to make better decisions. **LEGAL ASPECTS OF MANAGING TECHNOLOGY**, 5e guides you through the complex legal issues involved with today's rapidly-changing technology environment. This book offers a comprehensive presentation of intellectual property rights and solid coverage of other key topics including ecommerce, privacy, antitrust, and biotechnology. This edition's lively, intriguing writing style is packed with actual examples showing how real companies throughout the country analyze and apply legal concepts.

## Book Information

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## Customer Reviews

A ravenous beastie, technology eats everything it touches. Our daily lives, the way we shop, how we communicate, our work habits, the way we entertain ourselves, and how we exist day by day have all irreversibly transmogrified in the maw of the computer and information age. Now we live like network packets, shooting from node to node with rarely a pause, gathering and transporting information. In degrees of busyness, we've outdone the bees. Such a tsunami of change has to impact the way we govern ourselves. And of course it does. Not even the law escapes technology. Patents, copyrights, trademarks, trade secrets. Technology has chiseled into each one of these modes of intellectual property protection. But the issues remain complicated and hairy, and this book, with text thick as shag carpet, provides a detailed starting point for exploring the legal

implications of technology. After a thorough introduction to the United States' legal system, some 75 pages worth, the book dives into patent law. Any questions about the nature of patents such as cost, usefulness, novelty, nonobviousness, infringement, or validity receive apt treatment. The book even throws in an overview of the significant Patent Reform Act, not yet passed as of this writing. This Act promises to overhaul the United States patent system, potentially obsoleting some of the information presented. Concerning the patentability of computer programs, the whole drama gets laid out like an adventure tale. Computer programs didn't become patentable overnight. Some even doubted their eligibility for protection. Trade secrets and their discontents, such as reverse engineering, receive a bulky chapter. These issues affect nearly all technology employees.

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