



## Wherever You Are in the World You Are an Inventor: Liam Birkett (Paperback)

By Liam M Birkett

Liam Birkett, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Easy to understand This book was written as a response to many requests made to me over my years associated with inventions, devising trade marks, creating brands and utilising intellectual property from a sales and marketing perspective. The calls came from clients, readers of my articles, listeners to my radio contributions and especially the many attendees at my seminars. Entertaining and accessible All these groups told me repeatedly that they wanted a more detailed record of what I had said or written. Time and again, people came to me saying that my approach was entertaining, easy to understand, and my delivery made the subject matter accessible to everyone. Relevant internationally The general principles of Intellectual Property (IP) rights are similar internationally. This is because IP law has largely been harmonised, for example in the EU. However, there will always be exceptions to the general rule in some jurisdictions. Because many of my talks and seminars are given in Ireland, the content frequently cites Irish examples. Nevertheless, these examples are relevant to international situations. About Author Liam Birkett is changing the way many people..



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