

PREFACE

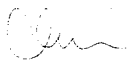
That knowledge has played a key role in human progress has long been acknowledged by leaders in all walks of life. It is the vitality of new and original knowledge and of creative expressions of ideas which has brought the role of knowledge, and consequently of the intellectual property system, into the limelight in recent years.

We build on the basis of accumulated knowledge, through creative adaptation, innovative interpretation and ingenious insights. Creating an environment which fosters and enhances the use of this improved understanding of ourselves and our environment is a key challenge and a core concern for the State, market and society in many countries.

The modern intellectual property system has become an important tool for harnessing the power of knowledge for development, and this enhanced focus on intellectual property has put this system under intense scrutiny, from multiple perspectives, worldwide. The dynamics of economic, social, cultural and political factors in a democratic dialogue and consensus-driven environment invariably interface with and shape the future evolution of the intellectual property system.

The authors are internationally well-known authorities on intellectual property matters – Shahid Alikhan, a former Deputy Director General of the World Intellectual Property Organization (WIPO), and Raghunath Mashelkar, an outstanding scientist and dynamic leader of the Council of Scientific and Industrial Research (CSIR) of India. They have, through this book, helped to demystify the subject of intellectual property for a varied audience, and have done so with a singular conviction that, if properly managed, the intellectual property system can contribute to the betterment of the human condition in all societies. Their presentation on Intellectual Property and Competitive Strategies in the 21st Century is unique in its emphasis on the techno-economic impact of intellectual property rights in enterprise competitiveness. Its coverage of a number of current issues that pose challenges to the intellectual property system is especially timely.

This book deals with a wide array of topics in a lucid, coherent and concise manner, and provides a panoramic view of the pitfalls, challenges and possibilities linked to the intellectual property system as an instrument for socio-economic, cultural and technological development as well as for improving the quality of life of the many peoples of our planet.



Kamil Idris
Director General
WIPO

ABOUT THE AUTHORS

Shahid Alikhan is a highly distinguished elder statesman in the field of intellectual property. A former Deputy Director General of the World Intellectual Property Organization (WIPO) and Undersecretary General in the United Nations, he is the author of numerous articles, monographs and books on various aspects of intellectual property rights as they relate to corporate competitiveness and socio-economic development. Now retired, he continues to write, lecture, and conduct seminars in such diverse areas of intellectual property rights as counterfeiting, the Internet, and electronic commerce, for such UN organisations as WIPO, UNESCO and ITC, as well as governmental and non-governmental organisations, and private sector institutions in Europe and in developing countries. He also acts as a representative and Senior Adviser of the World Association for Small and Medium Enterprises (WASME) on continuing and promoting assistance to SMEs worldwide, and serves on the Editorial Board of the monthly Journal of Intellectual Property Rights of the National Institute of Science Communication and Information Resources (NISCAIR) in New Delhi. He is also a member of the Governing Council of the Indian Institute of Intellectual Property Development (IIPD).

Raghunath Mashelkar, one of the world's outstanding chemical engineering scientists, has published more than 200 basic research articles in such fields as polymer science and engineering. He is also known for his work on the nexus of intellectual property rights and economic development, particularly in the area of the protection of India's traditional knowledge base. Currently, he is the Director General of the Council of Scientific and Industrial Research (CSIR), the largest chain of industrial research and development institutions in the world. He has also been the Chairman of the Standing Committee on Information Technology of the World Intellectual Property Organization (WIPO), and a member of the UK Commission on Intellectual Property Rights (CIPR). He is one of only three Indian engineers in the 20th century to be elected Fellow of the Royal Society (FRS), London. He has won numerous honours and awards nationally and internationally, including fourteen honorary doctorates from major universities worldwide. His academic distinctions include Fellowship in the Indian Academy of Sciences, the National Academy of Engineering, the US National Academy of Engineering, the Third World Academy of Sciences, the UK Royal Academy of Engineering, and the World Academy of Art and Science, USA. He received the Padmashri (1991) and Padmabushan (2000) National Awards from the President of India, in recognition of his contribution to nation building.

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