

## **IP Management Tools, Strategies, Best Practices, and Business Models for Pharmaceutical Products**

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**Abstract :** This study investigates the role of intellectual property (IP) management in pharmaceutical development, focusing on tools, strategies, and business models for leveraging IP effectively. Using a mixed-methods approach, we conducted case studies and qualitative analyses of IP management frameworks within the pharmaceutical sector. Our methodology included a review of IP tools tailored for pharmaceutical applications, strategic IP models for maximizing competitive advantages, and best practices for organizational efficiency. Findings emphasize the importance of understanding IP law and adopting adaptive strategies, illustrating how IP management can drive industry growth.

**Keywords :** intellectual property management, pharmaceutical products, IP tools, IP strategies, best practices, business models, innovation

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