

Knowledge and Technology

I. Technological Trends

II. Nature and Impact of Technological Innovation

A. Product and Process Innovations

B. Product Life Cycle

C. Dynamic Advantage

III. IPE of IPRs

A. Contrasting Perspectives

Key Trends

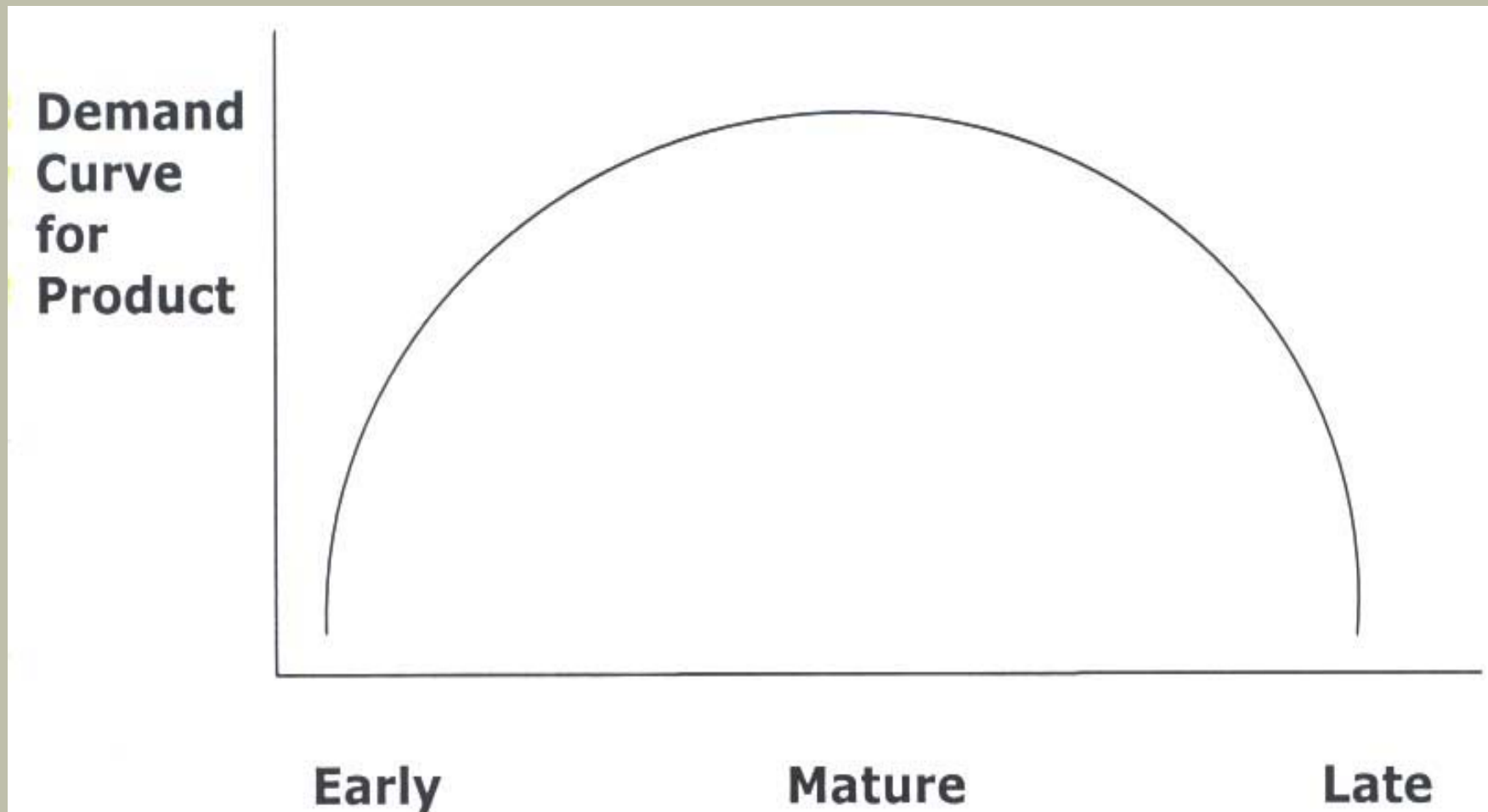
- ◆ Knowledge and technology are increasingly sources of wealth and power
- ◆ The pace of technological change has quickened
- ◆ Knowledge and technology are increasingly dispersed

“Knowledge is power”

Nature and Impact of Technological Innovation

- ◆ TECHNOLOGY = the knowledge of how to combine resources to produce goods and services
 - Product Innovation: the development of new and better products
 - Process Innovation: the development of more efficient, lower cost production techniques
- ◆ Product Life Cycles
- ◆ Dynamic Advantage

Product Life Cycle



The IPE of IPRs

- ◆ Intellectual property rights (IPRs): are the rights given to persons over the creations of their minds (copyrights and industrial property).
- ◆ LIBERAL: clearly protecting property rights essential to functioning of market system
- ◆ MERCANTILIST: IPR protection serves to benefit the most technologically advanced nations
- ◆ STRUCTURALIST: IPRs increase the dependency of the periphery on the core
(NPR Piece)