

Preface

“No man is an island, entire of itself,” wrote John Donne. The concept was apropos in the 17th century and remains so today, perhaps more so. Today, our actions affect everyone, our lives knit ever tighter, and the world is now our community. The strength of myriad environmental, economic, media, technological, and knowledge connections is propelling globalization forward in a complex network of products, people, images, ideals, and aspirations. Intellectual property is perhaps the most scrutinized component of the process of globalization, being a process of ever-increasing interconnectedness. Respecting each other’s property (intellectual, cultural, or physical), and sharing one’s own properties, is a fundamental principle of building useful and strong connections between people, institutions, cultures, and continents. This is why the *Executive Guide* is so timely. It lays out the major ideas and concerns of the companion *Handbook* in compact, lucid examinations of the full range of intellectual property (IP) issues. It is a virtual map of the basic contours of the IP management response to the increasing interconnectedness. This *Guide* offers readers quick access to current information about IP essentials, particularly as they relate to the public sector, to developing countries, and to making the world a better place.

Even a cursory glance at the *Guide* will reveal the momentous changes that have already taken place in the field of intellectual property and innovation management and the enormous potential that has been generated. The public sector has begun to recognize the value of sound IP management. The result: new, creative relationships between the public and private sectors that are helping to address the urgent health and agricultural needs of people in developing, as well as developed, countries.

Pragmatic IP management is *building bridges* between the world’s islands, be they economic, institutional, or geographic. The choice of this metaphor is not accidental. It affirms a key claim that reverberates within the pages of this book: the global IP system and innovation management is not about changing islands. Rather, it is about building bridges between them.

The *Executive Guide* mirrors the principle of building bridges. Approaching topics from various expert perspectives, the *Guide* allows the reader to bridge the conceptual structures, case studies, and IP models contained within it to see new connections and craft new approaches.

Krattiger A. 2007. Preface. In *Executive Guide to Intellectual Property Management in Health and Agricultural Innovation: A Handbook of Best Practices* (Krattiger A, RT Mahoney, L Nelsen et al.). MIHR (Oxford, UK), PIPRA (Davis, USA), Oswaldo Cruz Foundation (Fiocruz, Rio de Janeiro, Brazil), and *bio*Developments-International Institute (Ithaca, USA). Available online at www.ipHandbook.org.

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Through the *Guide* and *Handbook*, we hope to liberate the potential of the global IP system, and we believe that such liberation will come *through* the readers as they react to the chapters, draw their own conclusions, imagine their own solutions, and create a positive outcome.

This is clearly not a time for complacent isolation. In fact, it is impossible, as interconnectedness continues to increase. The task at hand is to engage in the process of connecting, with awareness and intention, to ensure that the needs and wishes of the poor in developing countries are not (once again) overlooked or disregarded. It is therefore time to join *your* voices, *your* values, *your* knowledge, and your actions to pursue networks of partnerships that will nurture global access to innovation. Solo efforts at innovation, as I wrote in the Prelude to the *Handbook*, will be ineffectual without collaboration; the components of a partnership create a dynamic entity that achieves more than any one party could achieve. Imagining and cultivating such partnerships, however, requires an understanding and orchestration of numerous components.

This *Executive Guide* opens the door to such an understanding and, I hope, will not only empower its readers to envision a more equitable world but will also inspire them to realize that vision.

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