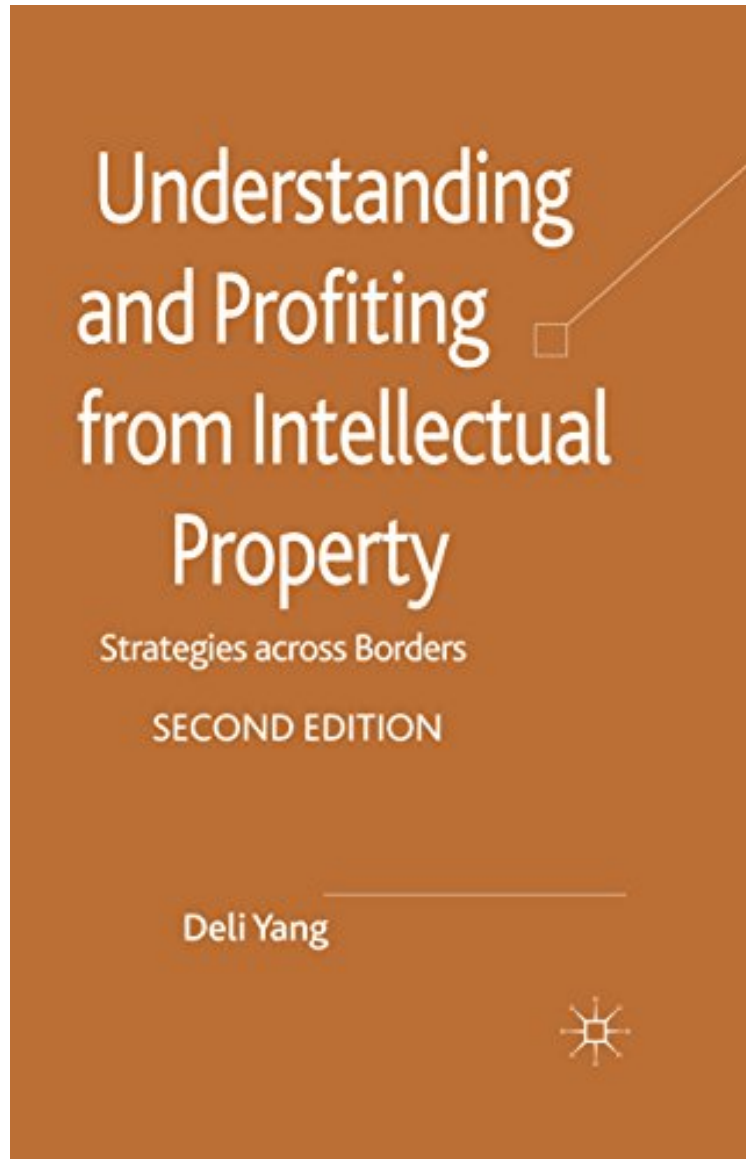


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D. Yang

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About the Author DELI YANG is currently Richard Burr and Donald Clark Professor of International Business (IB) at Trinity University, San Antonio, Texas, USA. She has a BSc in Economics, an MBA, and MSc in IB, and a PhD of Management Science in International Management of Intellectual Property (IP). Before embarking on her academic career, she also had professional experience in government policy and international business. Since the early 1990s, she has been researching IP from the IB angle, with a particular focus on patenting and branding and firm performance, including anti-piracy strategies and success. She has also been collaborating with multinationals and scholars across the world on projects related to IP businesses. As a consultant of the World IP Organisation, UN, she has been actively involved with benchmarking global IP systems.