

News, Events & Publications

Luis Alonso Garcia Muñoz-Najar

Publications

- Co-author, "Intellectual Property in the FTA Peru – European Union," *Universidad del Pacifico*, Lima, 2013
- Co-Author, "Intellectual Property in the FTA Peru – United States," *Universidad Peruana de Ciencias Aplicadas*, Lima, 2008
- Author, "Businessman guide on trademarks and geographic indications," *World Intellectual Property Organization*, Geneva, 2006
- Author, "The use of trademarks as tools to support competitive strategies in community tourism," *Series Net for Sustainable Community Tourism for Latin America (REDTURS)*, Work Document No. 7., International Labor Organization (ILO), Geneva, 2006
- Author, "Some notes on the protection of the Origin Denominations in the Andean Community," *System for Economic Integration in the Central America market*, SIECA, Magazine 1 Year 7
- Author, "Intellectual property as tool to compete. Competitive strategies for Small & Medium Size Companies," *Peru Economico*, May 2002