The AAUP has published 56 principles to guide academy-industry relationships. An extended introduction to the book describes some of the benefits and risks of ties with industry. The rest of the book discusses the principles one by one.

The 56 principles are grouped as follows: general principles (1–7), education (8–10), intellectual property (IP) (11-21), conflicts of interest (COI) (22-31), and targeted principles (32–56). The targeted principles deal with COI in clinical care and human subject research (32–35), strategic corporate alliances (36–48), and clinical medicine and research (49–56).

Here is an abridged sample of the 56 principles.

1. (Shared governance) Faculty, not outside sponsors, should retain majority control of collaborations.

2. (Academic freedom) The university must preserve its academic autonomy.

3. (Publication rights) Academic publication rights must be fully protected with only limited pre-publication delays.

4. (Authenticity of Authorship) Prohibitions on ghostwriting should be applied university-wide.

5. (Access) Investigators must have access to the complete study data related to their sponsored research and must be allowed to conduct free, unfettered, independent analyses of complete data.

6. (Classified Research) Classified and confidential research should be moved off-campus.

7. (Consulting) No contracts should be signed that limit the ability to express expert opinions publicly (with some notable exceptions).

8. (Graduate student admissions) Admission of graduate students should be based on overall qualifications, not on their value for research alliances.

15. (Humanitarian access) Universities have a special obligation to ensure broad public access to live-saving drugs in both the developing and industrialized world.

16. (Broad Use) Contracts should contain research exemptions that allow for academic and non-profit use of inventions for non-commercial purposes.

17. (Nonexclusive licensing) Exclusive licensing should be avoided except when absolutely necessary. Exclusive licenses should have limited terms.