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Título: Intellectual Capital: Core Asset For The Third Millennium
Living With Debt: How

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Precio: \$504.00

Editorial:

Año: 1998

Tema:

Edición: 1^a

Sinopsis

ISBN: 9781861524089

This book shows that intangible assets are becoming as important as tangible assets in a knowledge-based service-oriented economy. It provides practical advice on how to identify, document and manage these assets. The book provides a framework for organizations planning for re-engineering and downsizing, a method for determining who and what is valuable to the corporation, given a variety of circumstances. Intellectual Capital will also assist senior managers who want to value or acquire an enterprise where the assets are intangible and are not recorded in their published accounts. This is an "ideas" book for managers keen to understand and interpret the nature of a business which principally sells its knowledge: knowledge assets based in its people, systems, brands, intellectual property and other intangibles.