

Librería
Bonilla y Asociados
desde 1950



Título: Making Sense Of Intellectual Capital. Designing a Method For The Valuation

Autor: Andriessen, Daniel

Precio: \$630.00

Editorial:

Año: 2003

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780750677745

"Weaving a fascinating blend of sharp analysis and story telling Andriessen describes the journey of a passionate group of experts pursuing one of the most challenging and elusive riddles in modern business - how do intangible resources create value for the firm? This insightful and sweeping exploration of both the underlying questions and their numerous proposed solutions from other contributors in the field offers a wonderfully lucid overview of a complex subject. Andriessen's passion for methodologies that are coherent, rigorous and relevant is contagious. The Weightless Wealth Toolkit draws from the best available intangible valuation tools and methods but takes them to the next level, offering a powerful and original contribution. Whether you are new to the questions around intangibles or already well versed in the field, you will find this an indispensable reference and guide." --Verna Allee, author The Knowledge Evolution and The Future Of Knowledge: Increasing Prosperity through Value Networks.