



Value-driven intellectual capital S19(Chinese Edition)

By MEI) SHA LI WEN ZHU ZHAO LIANG YI

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2002-01-03 Pages: 207 Publisher: China basic information about the title: the value of intellectual capital-driven original price: \$ 25: (U.S.) Sullivan book. Zhao Liang translated Press: China Publication Date :2002-01 -03 ISBN: 9787508023984 Words: Pages: 207 Edition: 1 Binding: Paperback: Weight: Editor's Choice \ t \ t Summary intellectual capital value drivers This book is a new era of intangible assets in the company management and financial managers of personal companion. it tells you what is intangible assets. as well as how to convert it into cash or strategic tool. The author of this book is one of those who-thinking in the field. also the intellectual capital management Assembly by a leading knowledge-based company. consisting of the main leaders of the Group. The book describes today's new. expanding the field of intellectual assets. In the field. to a creative thinking into the final profit. it is necessary to develop a well-organized. target specificity of the strategy. as well as clear guidelines in order to contribute to the realization of transformation. A blueprint of the book can be described...

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