



Intellectual Capital

By Jay L. Chatzkel

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Intellectual Capital, Jay L. Chatzkel, This book offers a fast track route to understanding and exploiting intellectual capital. It covers the key areas of intellectual capital, from value-adding intellectual capital programmes and value capture to finding the 'hook' and setting up measures. It contains examples and lessons from some of the world's most successful businesses, including Dow Chemical, Rockwell International, Clarica, and Buckman Labs, and ideas from the smartest thinkers, including Karl Erik Sveiby, Baruch Lev, Hubert Saint-Onge, Patrick Sullivan, Goran Roos and Leif Edvinsson. It also includes a glossary of key concepts and a comprehensive resources guide.



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Reviews

This publication is definitely worth buying. It can be loaded with wisdom and knowledge I am easily could possibly get a satisfaction of looking at a composed publication.

-- **Rhiannon Steuber**

Very helpful to all type of individuals. It really is rally interesting throgh looking at time. Its been designed in an extremely basic way which is just soon after i finished reading this pdf through which basically modified me, change the way i believe.

-- **Tyshawn Brekke**