

# *P*ublishing Intellectual Capital

Foreword by  
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*James W. Cortada*

# Publishing Intellectual Capital Getting Your Business Into Print

**Putnik, Goran D., Cruz-Cunha, Maria  
Manuela**



## **Publishing Intellectual Capital Getting Your Business Into Print:**

Publishing Intellectual Capital James W. Cortada,1999 The complete businessperson s guide to getting published with practical publishing techniques for promoting your career your business and your ideas Learn the publishing industry s rules of the road how to select topics organize your material find a publisher and sign a contract that protects your interests

The Knowledge Management Yearbook 2000-2001 John A. Woods,James Cortada,2013-05-13 The Knowledge Management Yearbook is the most current and comprehensive resource available for knowledge management professionals no other source of information so thoroughly surveys the state of the knowledge management discipline and industry and how they impact businesses and other organizations Featuring both definitive articles and cutting edge knowledge management techniques and research contributed by authorities The Knowledge Management Yearbook covers the nature of knowledge and its management knowledge based strategies knowledge management and organizational learning and knowledge tools techniques and processes The reference section includes a set of up to date directories detailing on line knowledge management resources KM publications and organizations and notable KM Quotes The glossary of KM terms is increasingly perceived by the industry as a benchmark by which this evolving discipline is defined The Knowledge Management Yearbook is an indispensable volume for any professional helping to shape his or her organization s knowledge strategy

**Knowledge Networking: Creating the Collaborative Enterprise** David Skyrme,2007-07-11 Knowledge Networking explains the strategic organizational and human impact of technologies that support knowledge the internet groupware collaborative technologies It shows how they can transform organizational practices and help to improve both individual and team performances Based on proven experience and includes customised toolkits cases and action plans From pooling expertise on a sales bid via computer referencing to improving customer service using the flexible office the author demonstrates how potential can become practice Knowledge management is the big management idea currently influencing organizations and Knowledge Networking explores the global impact of sharing knowledge and expertise It is a highly practical text which includes customised toolkits cases and action plans to enable individuals and teams to improve their performance

*Strategies for Information Technology and Intellectual Capital: Challenges and Opportunities* Joia, Luiz Antonio,2007-02-28 This book presents efficient ways for executives to understand the impact of IT on the intellectual capital of their firms and searches for a new mandate for management that takes into consideration the pervasive role of IT on competitive boundaries It provides a synopsis of the history origin taxonomies ontologies measurement models and dynamics of intellectual capital Provided by publisher

*ICICKM2011-Proceedings of the 8th International Conference on Intellectual Capital, Knowledge Management & Organisational Learning* Vincent Ribiere,Lugkana Worasinchai,2011 *ECIC2009-2nd European Conference on Intellectual Capital* Susana Rodrigues,2010

**IMNRC-NewPOL Network: The Interface Paradigm , Managing Intellectual Capital in Practice** Göran Roos,Stephen Pike,Lisa Fernstrom,2007-06-07 This

book is the essential guide for managers wishing to implement the benefits of Intellectual Capital thinking in their companies or divisions. It serves as an easily accessible introduction to the subject area for the novice, giving the gist of what it is about and how it has developed, but above all it gives hands-on instructions on how to incorporate intellectual capital thinking in everyday business and how to use the tools provided for the management and measurement of intangible resources. Throughout the main part of the book, three different cases in separate boxes run in parallel with the body text. These are introduced in chapter 2 and illustrate how the tools are to be used depending on what type of company wishes to implement these ideas. The three case companies are characterised as a manufacturing company, an R D organisation and a network company. Smaller case stories about well-known global companies are also interspersed throughout the book.

The Wealth of Knowledge Thomas A. Stewart, 2007-12-18. In Thomas A. Stewart's bestselling first book *Intellectual Capital*, he redefined the priorities of businesses around the world, demonstrating that the most important assets companies own today are often not tangible goods, equipment, financial capital or market share, but the intangibles: patents, the knowledge of workers, and the information about customers and channels, and past experience that a company has in its institutional memory. Now in his new book *The Wealth of Knowledge*, Stewart, widely acknowledged as the world's leading expert on working with intellectual capital in today's knowledge economy, reveals how today's companies are applying the concept of intellectual capital into day-to-day operations to dramatically increase their success in the marketplace. Arguing that companies can make untold millions of dollars by managing knowledge more effectively and save millions more, Stewart offers executives and managers compelling accounts of how leading companies around the world are successfully tackling the practical issues involved in today's knowledge economy. The heart of the book is a revolutionary 4-step process that shows how to put intellectual capital to work to improve performance and profitability as well as manage knowledge processes. He goes on to discuss how companies can better utilize their current assets and enhance their knowledge resources for the future. Questioning many of the assumptions that have ruled business in the twentieth century, he addresses such critical and fundamental issues as why companies exist, how they should be organized, and how people should be compensated. With his customary fearlessness and foresight, he plunges into the thick of the controversial arena of measuring and accounting as well as an increasingly difficult task when a corporation's assets are intangible. *The Wealth of Knowledge* not only sets out the latest thinking in creating and managing knowledge assets but provides a detailed course of action for corporations trying to navigate their way in the world of knowledge economy.

*Intangible Assets and Value Creation* Juergen H. Daum, 2003-07-11. With the use of practical in-depth case studies and interviews with leading experts in the field, this book analyses the key elements in value creation in the new age. It provides practical guidance to organisations that will allow them to migrate successfully into an economy that demands new business models.

*ICICKM2012-Proceedings of the 9th International Conference on Intellectual Capital, Knowledge Management and Organisational Learning* Fernando Chaparro, 2012. **Identifying, Measuring, and Valuing**

**Knowledge-Based Intangible Assets: New Perspectives** Vallejo-Alonso, Belen, Rodriguez-Castellanos, Arturo, Arregui-Ayastuy, Gerardo, 2010-10-31 The main scope of the book is to highlight the importance of intangible resources in business management evidenced in their measurement and financial valuation and the need for a strategic analysis that enables them to be identified and then assessed Provided by publisher

**Intellectual Capital for Communities** Ahmed Bounfour, Leif Edvinsson, 2012-06-25 In the knowledge economy the value of corporations is directly related to their knowledge and intellectual capital But broaden the perspective a little wider and you begin to see the possibilities Think of cities regions even entire nations in addition to the public sector If intangibles and intellectual capital are important to the private sector they are also important to the productivity and competitiveness of the public sector and so to communities and nations as a whole In this book Editors Ahmed Bounfour and Leif Edvinsson have brought together the best minds in intellectual capital throughout the world to focus on a new and fertile area of research measuring and managing the intellectual capital of communities This is a creative and cutting edge area of research that has the potential to change how public sector planning and development is done Once there is a clear way to identify where wealth is created in a given region nation this process has the potential to reveal a huge knowledge repository in the public sector with a significant but idle potential for collective wealth creation the wealth of nations is waiting

Management Consulting Practice in Intellectual Capital Bernard Marr, 2005-10-01 Today many organizations recognize the importance of intellectual capital as a principal driver of firm performance and a core differentiator The aim is to bring together the approaches of the different management consulting firms and to make their differences explicit prompting consultants to better understand the nature of intellectual capital and the potential for cross disciplinary learning Originally published as Journal of Intellectual Capital 2005 Vol 6 No 4

**Intellectual Capital** Thomas A. Stewart, 2010-09-22 Visionary in scope Intellectual Capital is the first book that shows how to turn the untapped knowledge of an organization into its greatest competitive weapon Thomas A Stewart demonstrates how knowledge not natural resources machinery or financial capital has become the most important factor in economic life Through practical advice stories and case histories Stewart reveals how organizations and individuals can create and use the knowledge assets they need Dazzling in its ability to make conceptual sense of the economic revolution we are living through this ingenious book cuts through the vague rhetoric of paradigm shifts to show how the Information Age economy really works Intellectual Capital should be read as if the futures of your company and your career depend on it They do

**Lippincott's Monthly Magazine**, 1868 **Lippincott's Magazine of Literature, Science and Education**, 1868

*Knowledge Management* Raman, 2009 KM is an IT subject Right Wrong Knowledge and its management is a prerogative of everyone Since the magic of information transforming itself into knowledge which in turn becomes information at the next level thus continuing the eternal cycle of knowledge quest has always fascinated people throughout the ages This book is about celebrating knowledge for its own sake and emphasising that unless it is shared there

would be no new knowledge Also knowledge per se can never be costed or priced it is only the process of acquiring it storing it and disseminating it that can be expressed in economic terms Knowledge is free and that is the way it has always been or will ever be The book has evolved as the author went about understanding the esoteric concept of KM and sought to unravel what it really stood for Key Featuresv A comprehensive look at KM as a subject First of its kind a resource book on KMv Clear view of knowledge the way of its creation and the manner of its managementv Classical approach to KMv Modern approach to KMv KM modelsv KM tools and their applicationv The mystique of how information becomes knowledgev Datamining and datawarehousing explainedv KM and its application in the corporate sectorv Case studies galorev Most comprehensive list of further readings extensive group and individual exercises for students of KM      *Encyclopedia of Networked and Virtual Organizations* Putnik, Goran D.,Cruz-Cunha, Maria Manuela,2008-03-31 Administration r f rrence lectronique informatique      **Making Sense of Intellectual Capital** Daniel Andriessen,2004-02-18 Peter Drucker has introduced us all to the knowledge era where knowledge is the primary resource and intangibles intellectual capital resources and assets are now largely recognized as the most important sources of organizations competitive advantage With the recognition of the importance of Intangibles comes the problem of how to properly identify them and assign them a value within the corporation This is an area of concern in 5 fields 1 accounting and financial reporting 2 performance measurement and management 3 valuation in the finance field 4 the Human Resources field in terms of management strategy and planning and 5 Intellectual Capital Over the past eight years over 25 methods have been proposed for the valuation of intangibles coming out of these 5 fields In this book Andriessen evaluates 25 existing methods of intangible valuation according to highly developed criteria In performing his evaluations Andriessen synthesizes the state of the art research from these fields based on extensive research He then presents his own method for valuing intangibles which he began developing and testing as a Senior Manager at KPMG Knowledge Advisory Services in The Netherlands He relates six case studies in which this method was tested in actual companies carefully reviews the results of his tests and then concludes by offering a new and improved method for valuing intangibles in his Weightless Wealth Toolkit a complete step by step process for identifying valuing and managing Intangibles to help managers operate successfully in the Intangible Economy

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