

The Intangible Economy How Services Shape Global Production And Consumption Development Trajectories In Global Value Chains

“More than anything else technology creates our world. It creates our wealth, our economy, our very way of being,” says W. Brian Arthur. Yet despite technology’s irrefutable importance in our daily lives, until now its major questions have gone unanswered. Where do new technologies come from? What constitutes innovation, and how is it achieved? Does technology, like biological life, evolve? In this groundbreaking work, pioneering technology thinker and economist W. Brian Arthur answers these questions and more, setting forth a boldly original way of thinking about technology. The Nature of Technology is an elegant and powerful theory of technology’s origins and evolution. Achieving for the development of technology what Thomas Kuhn’s The Structure of Scientific Revolutions did for scientific progress, Arthur explains how transformative new technologies arise and how innovation really works. Drawing on a wealth of examples, from historical inventions to the high-tech wonders of today, Arthur takes us on a mind-opening journey that will change the way we think about technology and how it structures our lives. The Nature of Technology is a classic for our times.

Considers the measurement of investment in intangible assets such as R&D, computerised information and human/organisational capital in the Australian economy.

This paper is divided into two main sections. The first part examines the growth of the services sector in the U.S. economy, and the second part analyzes the growth of intermediary services in the production process. My findings show that the growth of the service sector has occurred mainly because of changing spending patterns in the economy and unbalanced productivity growth between the manufacturing and service sectors. International trade and foreign competition have not been major factors in explaining service sector growth. Furthermore, firms are using services to a larger extent than ever before. The rise in intermediary services has also been accompanied by positive productivity gains.

Intangible assets—which include computer software, research and development (R&D), intellectual property, workforce training, and spending to raise the efficiency and brand identification of firms—comprise a subset of services, which, in turn, accounts for three-quarters of all economic activity. Increasingly, intangibles are a principal driver of the competitiveness of U.S.-based firms, economic growth, and opportunities for U.S. workers. Yet, despite these developments, many intangible assets are not reported by companies, and, in the national economic accounts, they are treated as expenses rather than investments. On June 23, 2008, a workshop was held to examine measurement of intangibles and their role in the U.S. and global economies. The workshop, summarized in the present volume, included discussions of a range of policy-relevant topics, including: what intangibles are and how they work; the variety and scale of emerging markets in intangibles; and what the government’s role should be in supporting markets and promoting investment in intangibles.

Intangible Asset Gap in Global Competitiveness

Investments in Intangible Assets and Australia’s Productivity Growth

Work is Theatre & Every Business a Stage

Intangible Capital

Intangible Assets

Managing Knowledge Assets and Business Value Creation in Organizations: Measures and Dynamics

Measuring and Enhancing Their Contribution to Corporate Value and Economic Growth

A practical guide to leveraging hidden knowledge intangibles to fuel growth and innovation and add value to your business.

Managing Knowledge Assets and Business Value Creation in Organizations: Measures and Dynamics provides an advanced, state-of-the-art understanding of the links between the knowledge assets dynamics and the business value creation. This publication focuses on the theory, models, approaches, methodologies, tools and techniques for measuring and managing organizational knowledge assets dynamics supporting and driving business performance improvements. This comprehensive work is a substantial contribution to the field in terms of theory, methodology and applications to replicate, support and challenge existing studies and offer new applications of existing theory and approaches.

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Early in the twenty-first century, a quiet revolution occurred. For the first time, the major developed economies began to invest more in intangible assets, like design, branding, and software, than in tangible assets, like machinery, buildings, and computers. For all sorts of businesses, the ability to deploy assets that one can neither see nor touch is increasingly the main source of long-term success. But this is not just a familiar story of the so-called new economy. Capitalism without Capital shows that the growing importance of intangible assets has also played a role in some of the larger economic changes of the past decade, including the growth in economic inequality and the stagnation of productivity. Jonathan Haskel and Stian Westlake explore the unusual economic characteristics of intangible investment and discuss how an economy rich in intangibles is fundamentally different from one based on tangibles. Capitalism without Capital concludes by outlining how managers, investors, and policymakers can exploit the characteristics of an intangible age to grow their businesses, portfolios, and economies.

The Future of Productivity

The Nature of Technology

Handbook on Deriving Capital Measures of Intellectual Property Products

The Intangible Advantage

Putting Knowledge to Work in the 21st-century Organization

Essays on Labor Productivity, Monetary Economics, and Political Economy, Vol. 1

What It Is and How It Evolves

Bachelor Thesis from the year 2010 in the subject Business economics - Personnel and Organisation, grade: 2,0, University of Applied Sciences Essen, language: English, abstract: The development from the industrial society to an information and knowledge based society is mainly characterized by the evolution of information and knowledge based technologies and the possibilities to share and gain information within a globalized world. In order to create products and to provide services which are competitive in the market it can be assumed that the importance of obtaining competitive advantages, such as process or product based knowledge and protecting and open up new resources for innovation is permanently rising. In the last century labor has been only considered as an economic production factor in context with land and capital following the classical economic approach of Adam Smith. Today we have realized that a main source for innovation is based on a company’s labor workforce also known as human resources. There is a scientific consensus that on average 80% of a company’s market value is based on intangible assets and that knowledge is getting a strategic resource and a critical success factor for competitiveness.1 A straight trend of emerging business and knowledge networks which have an important impact on corporate success2 are supporting this aspect. That implies a distinct constraint for modern management to capture and evaluate information regarding intangible company assets in order to be able to operationalize actions to support the strategy. The fact that management decisions are taken based on information which is corresponding on 20% of the company value is unsatisfying and may lead into the wrong direction. There are several problems which occur if management decides to disclose these “hidden assets”3. Based on the individual company and its core business, assets have to be identified and evaluated in a proper way. Starting with the choice of a pr

This book addresses the rising productivity gap between the global frontier and other firms, and identifies a number of structural impediments constraining business start-ups, knowledge diffusion and resource allocation (such as barriers to up-scaling and relatively high rates of skill mismatch).

Praise for Intangible Assets "In Intangible Assets, Jeffrey Cohen presents an informative, thought-provoking and practical look at an increasingly important component of every business’s worth. He describes the art and science of identifying assets that have clear economic benefit, but are typically not found on the balance sheet, and he provides an invaluable framework within which the reader can value these assets, despite their elusive nature." --Rick Westervelt, President, Skylist, Inc. "Jeffrey Cohen’s integrative approach to conceptual issues of intangible assets is creative and a refreshing contribution. He brings law, economics, finance, and accounting to the same table, which results in a comprehensive framework for understanding how value is created and sustained. His construct of ‘proto-assets’ and ‘portfolio of intangible economic benefits’ is key. Written in an easy-to-read style with many practical examples, this book will be useful for both novice and experienced professionals." --W. Dana Northcut, PhD, Adjunct Associate Professor of Accounting Graduate School of Business, University of Chicago Principal, Chicago Partners, LLC "This volume is the perfect resource for newcomers to IP valuation. Through lucid explanations and well-chosen illustrations, it does for the reader exactly what a valuation expert should do for a client—it makes the abstract concrete. But this volume is not just for the novice; it holds insights that will be useful to IP experts in law, accounting, and economics." --Edward F. Malone, Partner, Jenner & Block LLP

"The dominant economic explanations of the twentieth century are not comprehensive enough to describe the complexity of economy and society, and their reliance on the biosphere. Intangible Flow Theory in Economics: Human Participation in Economic and Societal Production outlines a new theory which challenges both economics and the relativism conveyed in social constructivism, poststructuralism and postmodernism. To mainstream economics and Marxism, monetary flows transform us humans into commodities. To this new theory, flows of economic elements as physical goods or money are consummated by intangible flows that cannot yet be precisely appraised at an actual or approximate value, for instance workflows, service flows, information flows or communicational flows. The theory suggests a systematic alternative to refute the human commodity framework and interrelated conjectures (e.g. human capital, human resources, human assets). Furthermore, it exhibits that economic and societal production is fully integrated on the biosphere. Conversely, contemporary relativism argues for end of theory development, suspension of evidence and entrenchment of knowledge validity among local systems (named as paradigms, epistemes, research programs, truth regimes, or other terms). Thus, relativism tacitly supports dominant theories as the human commodity framework because it preventively sabotages the creation of new theoretical explanations. Disputing relativist theses, intangible flow theory demonstrates that innovative theoretical explanations remain possible. This book is of significant interest to students and scholars of political economy, economic sociology, organization, economics, and social theory. Tiago Cardao-Pito is an Assistant Professor at ISEG, Universidade de Lisboa (University of Lisbon), Portugal"--

Measuring and Accounting for Innovation in the Twenty-First Century

The Economics of Infrastructure Provisioning

World Intellectual Property Report 2017

Human Participation in Economic and Societal Production

Capitalism without Capital

Understanding Intellectual Property in the New Economy

Intangible Finance Standards

Quantitative measures of international exchange have historically focused on trade in tangible products or capital. However, services have recently become a larger portion of developed economies and international trade, and will only increase in the future. In International Trade in Services and Intangibles in the Era of Globalization, Marshall Reinsdorf and Matthew J. Slaughter examine new and emerging patterns of trade, especially the growing importance of transactions involving services or intangible assets such as intellectual property. A distinguished team of contributors analyzes the challenges involved in measuring trade in intangibles, the comparative advantages enjoyed by United States service industries, and the heightened international competition for jobs, capital investment, economic growth, and tax revenue that results from trade in services. This comprehensive volume will be necessary reading for scholars seeking to understand the rapidly changing global economy.

Future economic growth lies in the value of experiences and transformations—good and services are no longer enough. We are on the threshold, say authors Pine and Gilmore, of the Experience Economy, a new economic era in which all businesses must orchestrate memorable events for their customers. The Experience Economy offers a creative, highly original, and yet eminently practical strategy for companies to script and stage the experiences that will transform the value of what they produce. From America Online to Walt Disney, the authors draw from a rich and varied mix of examples that showcase businesses in the midst of creating personal experiences for both consumers and businesses. The authors urge managers to look beyond traditional pricing factors like time and cost, and consider charging for the value of the transformation that an experience offers. Goods and services, say Pine and Gilmore, are no longer enough. Experiences and transformations are the basis for future economic growth, and The Experience Economy is the script from which managers can begin to direct their own transformations.

This book offers a primer on the valuation of digital intangibles, a trending class of immaterial assets. Startups like successful unicorns, as well as consolidated firms desperately working to re-engineer their business models, are now trying to go digital and to reap higher returns by exploiting new intangibles. This book is innovative in its design and concept since it tackles a frontier topic with an original methodology, combining academic rigor with practical insights. Digital intangibles range from digitized versions of traditional immaterial assets (brands, patents, know-how, etc.) to more trendy applications like big data, Internet of Things, interoperable databases, artificial intelligence, digital newspapers, social networks, blockchains, FinTech applications, etc. This book comprehensively addresses related valuation issues, and demonstrates how best practices can be applied to specific asset appraisals, making it of interest to researchers, students, and practitioners alike.

For several decades now, advanced economies across the globe have been undergoing a process of rapid transformation towards becoming knowledge economies. It is now widely recognized that intangible capital has been a crucial element in the growth performance of these economies and their firms. The term serves as a useful device for capturing those dimensions of capital that are not tangible in nature but are nevertheless fundamentally important for growth. It encompasses investments in education (human capital) and in informal (social capital) and formal (rule of law) institutions by the public sector and households, as well as investments by businesses aimed at enhancing their knowledge base, such as software, innovative property, and economic competencies. Intangible Capital and Growth is the first of two open-access volumes presenting a selection of the author’s essays on Labor Productivity, Monetary Economics, and Political Economy. This first volume brings together eight of the author’s essays, selected with the aim of providing an overview of his research to date on intangible capital and growth.

Life Is What You Make It

The powerful role of intangibles in the coffee value chain

How to Fix the Intangible Economy

The Orange Economy

Reinterpreting and Reimagining Megatrends in the World Economy

The Rise of the Intangible Society

A Handbook for Development Practitioners

“Restarting the Future argues that the big economic challenges facing the world are the result of our failure to deal with the implications of an economy dependent on knowledge, ideas and relationships. It examines why making this transition is so hard, and looks at ways forw policy, business and finance. The troubling state of rich-world economies (low productivity growth, high inequality, populist instability, climate crisis) is significantly the result of the troubled and incomplete shift to a new type of economy - specifically, the move from an economy capital to one dependent on intangible capital. At the heart of the problem is a significant slowdown in the pace of intangible investment since the financial crisis. (There were some early signs of this at the time the authors were writing their previous book, Capitalism without makes the severity and persistence of this slowdown clear.) This slowdown has happened because we lack the right institutions and strategies to encourage intangible investment and channel it effectively. What is more, there are significant groups with an interest in stopping emerging. Contrary to the dominant narrative that focuses on the tension between a successful, future-facing “elite” and a mass of low-status “left-behinds”, the authors argue that many of the people and organisations with an interest in holding back the future are affluent retirees, established financial institutions and graduate knowledge workers. Haskel & Westlake survey attempts to fix these institutional problems, explaining how they work in the context of the intangible economy, and what the upside to solving them might be. They d topical policy experiments and business strategies (such as Preston’s Local Economic Strategy, or topical new business models like WeWork and CloudKitchens) and set them in a novel economic context. (Specifically, these sections look at city policy, business finance and invest

investment, competition policy, monetary policy, mitigating climate change and business strategies for tangible-based firms. The authors close the book with a political programme for how to get over the teething troubles of the new economy”--

This book focuses on the economic aspects of intellectual property (IP). It includes considerations of the wider category of intangible assets. However, the primary focus is devoted to patents which the author argues are the most vivid example of the Tragedy of Intangible Abuse touches upon a key issue in the contemporary economy. On the one hand, there is an enormous supply of IP, yet, on the other hand, such an abundance does not necessarily solve existing issues but rather creates new ones as well. This book elaborates on the reasons for the e its consequences. The author uses clear metaphors to explain very complex issues. The book provides a valuable and interdisciplinary analysis of the field and offers practical solutions. It is based on the data collected by the author during the qualitative research he conducted a ups. It presents guidance on determining which instrument is the most efficient for a particular situation. It also provides arguments for decision-makers and their advisors as to why a more open approach towards intellectual property would be more beneficial under many circum contemporary economy. While universal issues are addressed, the author distinguishes the European perspective too. The book is written in a clear and concise style and covers all of the crucial aspects of IP management. It will find an audience among scholars of economics and From composer, musician, philanthropist--and son of Warren Buffett--comes a warm, wise, and inspirational book that expounds on the strong set of values given to him by his trusting and broadminded mother, his industrious and talented father, and the many life teachers he l 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 tha models.

The Economic Impact of Knowledge

Valuation and Economic Benefit

Measuring and Evaluating Intellectual Capital

The Experience Economy

Measuring Intangible Assets in an Emerging Market Economy

The Changing Role of the State

Making Sense of Intellectual Capital

"Highlights the evolution and significance of services in the global economy, including as a vehicle for development"--Provided by publisher.

A new version of capitalism, grounded in technology and science, is spawning new forms of corporate power and organization that will have major implications for the twenty-first century. Technological creativity is thereby turned into a commodity in new corporate regimes that are primarily oriented toward research and intellectual appropriation. This phenomenon is likely to have major social, economic, and political consequences, as the new corporatism becomes ever more intrusive and rapacious through its control over technology and innovation. In his provocative book Technocapitalism, Luis Suarez-Villa addresses this phenomenon from the perspective of radical political economy and social criticism.

Grounded in the premise that relations of power influence how human creativity and technology are exploited by the new corporatism, the author argues that new forms of democratic participation and resistance are needed, if the social pathologies created by this new version of capitalism are to be checked. Considering the new sectors affected by technocapitalism, such as biotechnology, nanotechnology, bioinformatics, and genomics, Suarez-Villa deciphers the common threads of power and organization that drive their corporatization. These new sectors, and the corporate apparatus set up to extract profit and power through them, are imposing standards, creating business models, molding social governance, and influencing social relations at all levels. The new reality they create is likely to affect most every aspect of human existence, including work, health, life, and nature itself.

As the accelerated technological advances of the past two decades continue to reshape the United States’ economy, intangible assets and high-technology investments are taking larger roles. These developments have raised a number of concerns, such as: how do we measure intangible assets? Are we accurately appraising newer, high-technology capital? The answers to these questions have broad implications for the assessment of the economy’s growth over the long term, for the pace of technological advancement in the economy, and for estimates of the nation’s wealth. In Measuring Capital in the New Economy, Carol Corrado, John Haltiwanger, Daniel Sichel, and a host of distinguished collaborators offer new approaches for measuring capital in an economy that is increasingly dominated by high-technology capital and intangible assets. As the contributors show, high-tech capital and intangible assets affect the economy in ways that are notoriously difficult to appraise. In this detailed and thorough analysis of the problem and its solutions, the contributors study the nature of these relationships and provide guidance as to what factors should be included in calculations of different types of capital for economists, policymakers, and the financial and accounting communities alike.

The complexities of financing, installing, implementing, and regulating public infrastructures, including empirical research, analytical models, and theoretical insights.

Intangible Capital and Growth

Measuring Capital in the New Economy

Report of the Brookings Task Force on Intangibles

An Application to Brazil

Measures and Dynamics

Intangible Assets and Value Creation

Ten Steps to a Results-Based Monitoring and Evaluation System

This book examines the role of intangible assets (IA) in companies and countries for achieving sustainable economic growth. The authors particularly focus on Sweden and other Nordic countries to analyse the IA gap using a systematized “IA metrics” approach. They also discuss the incentives needed for strategic investments into useful IA to gain national competitiveness from an economic, social and environmental policy perspective. The authors contend that despite the increasing importance of IA and intellectual capital (IC) in the economy, the current discussion has only been centered on intellectual property, which is one of the more prominent forms of intangibles. As this book demonstrates, IC and IA encompass wider dimensions of human, process, market, and renewal capital, among others. Featuring real case examples from Spotify, Minecraft and Izettle, this book offers a strategy for the resurrection of competitive advantage in the globalized economy and the advancement of some key United Nations Sustainable Development Goals (SDGs).

Measuring innovation is a challenging task, both for researchers and for national statisticians, and it is increasingly important in light of the ongoing digital revolution. National accounts and many other economic statistics were designed before the emergence of the digital economy and the growth in importance of intangible capital. They do not yet fully capture the wide range of innovative activity that is observed in modern economies. This volume examines how to measure innovation, track its effects on economic activity and on prices, and understand how it has changed the structure of production processes, labor markets, and organizational form and operation in business. The contributors explore new approaches to and data sources for measurement, such as collecting data for a particular innovation as opposed to a firm and using trademarks for tracking innovation. They also consider the connections between university-based R&D and business start-ups and the potential impacts of innovation on income distribution. The research suggests strategies for expanding current measurement frameworks to better capture innovative activity, including developing more detailed tracking of global value chains to identify innovation across time and space and expanding the measurement of innovation’s impacts on GDP in fields such as consumer content delivery and cloud computing.

This book asserts that intangibles create financial transactions, not vice versa. It offers distinct, reproducible methods of valuing intangibles in intangible forms, with associated and meaningful financial values. It also presents new management frameworks in which all forms of intangibles can be classified, measured, managed, and reported. *A practical, hands-on guide to a new approach to valuing intangibles *Progresses from simple to complex, using case studies that begin with short simple cases and progress to comprehensive real-life case studies

*Highlights the distinction between what is currently required by law and what is not required but will give firms a competitive edge

This handbook considers intellectual property products (IPPs) collectively by type and detailed transaction in order that estimates for national accounts valuations be comparable across countries.

International Trade in Services and Intangibles in the Era of Globalization

A Critical Perspective on Technological Innovation and Corporatism

Intangible Capital in Global Value Chains

The Routledge Companion to Global Value Chains

Mapping and Responding to the New Economy

An Infinite Opportunity

Restarting the Future

This manual has been designed and written with the purpose of introducing key concepts and areas of debate around the “creative economy”, a valuable development opportunity that Latin America, the Caribbean and the world at large cannot afford to miss. The creative economy, which we call the “Orange Economy” in this book (you’ll see why), encompasses the immense wealth of talent, intellectual property, interconnectedness, and, of course, cultural heritage of the Latin American and Caribbean region (and indeed, every region). At the end of this manual, you will have the knowledge base necessary to understand and explain what the Orange Economy is and why it is so important. You will also acquire the analytical tools needed to take better advantage of opportunities across the arts, heritage, media, and creative services.

This Companion provides a review of global value chains (GVCs) and the megatrends that are shaping them and will continue to reshape them in deep-set trajectories of change over the next few decades. Megatrends herald both challenges and opportunities. With the growing interest among business leaders and researchers in GVCs, this is a reference work which fills a gap in current literature by focusing on the new features of GVCs, including the shift of global purchasing power towards developing economies, the significance of emerging technologies and data analytics, the increasing tensions between globalisation and de-globalisation, and the role of micro-multinationals, start-up entrepreneurs, the public sector and middle markets in a fast-changing global economy. The early chapters are essentially intradisciplinary in character, with the first seeking to explore some historical aspects of GVCs. Subsequent chapters cover the theory and practice of operations and supply chain management, emerging supply chain technologies, and the impact of inter-firm collaboration across sectors and economies. The final chapters take a more interdisciplinary approach and examine topics at the interface of GVCs with the economy, society, culture and politics. This comprehensive handbook provides a timely analysis of leading-edge global megatrends and practices in one volume.

The World Intellectual Property Report 2017 examines the crucial role of intangibles such as technology, design and branding in international manufacturing. Macroeconomic analysis is complemented by case studies of the global value chains for three products – coffee, photovoltaic energy cells and smartphones – to give an insightful picture of the importance of intellectual property and other intangibles in modern production.

This Handbook provides a comprehensive ten-step model that will help guide development practitioners through the process of designing and building a results-based monitoring and evaluation system.

The Valuation of Digital Intangibles

Technology, Marketing and Internet

Advances in Fundamental Analysis and Technical Analysis

Intangible Flow Theory in Economics

SERVICES-LED DEVELOPMENT

The Rise of the Intangible Economy

The Economics of Intellectual Property and Openness

An innovative new valuation framework with truly useful economic indicators The End of Accounting and the Path Forward for Investors and Managers shows how the ubiquitous financial reports have become useless in capital market decisions and lays out an actionable alternative. Based on a comprehensive, large-sample empirical analysis, this book reports financial documents' continuous deterioration in relevance to investors' decisions. An enlightening discussion details the reasons why accounting is losing relevance in today's market, backed by numerous examples with real-world impact. Beyond simply identifying the problem, this report offers a solution—the Value Creation Report—and demonstrates its utility in key industries. New indicators focus on strategy and execution to identify and evaluate a company's true value-creating resources for a more up-to-date approach to critical investment decision-making. While entire industries have come to rely on financial reports for vital information, these documents are flawed and insufficient when it comes to the way investors and lenders work in the current economic climate. This book demonstrates an alternative, giving you a new framework for more informed decision making. Discover a new, comprehensive system of economic indicators Focus on strategic, value-creating resources in company valuation Learn how traditional financial documents are quickly losing their utility Find a path forward with actionable, up-to-date information Major corporate decisions, such as restructuring and M&A, are predicated on financial indicators of profitability and asset/liabilities values. These documents move mountains, so what happens if they're based on faulty indicators that fail to show the true value of the company? The End of Accounting and the Path Forward for Investors and Managers shows you the reality and offers a new blueprint for more accurate valuation.

Intangibles are harder to measure, harder to quantify, often more difficult to manage, evaluate, and account for than tangible assets. There is no common language for sharing information about intangible sources of value, and the language used tends to be descriptive rather than quantitative and concrete. Unseen Wealth stresses the importance of developing standards for identifying, measuring, and accounting for intangible assets, and recommends actions to government and business for improving the quality and quantity of available information about intangible investments. The book articulates a three-pronged set of reforms to help companies construct better business and reporting models, improve the quality of financial reporting, and clarify intellectual property right laws. Unseen Wealth was developed by the Brookings Task Force on Intangibles, which includes business leaders, consultants, accounting professionals, economists, intellectual property lawyers, and policy analysts.

This book is the result of a two-year interdisciplinary research programme named PRISM (Policy making, Reporting and measuring, Intangibles, Skills development and Management), financed by the European Commission and aimed both at understanding better how these assets are created and developed and what the policy implications of their growing importance in economies are. The book focuses on the policy issues raised by the increasing importance of intangible assets in a country's growth and competitiveness. The main idea is that the value of intangible assets, which is imperfectly captured by current economic indicators and imperfectly formalized in economic theory, lies in their being the cumulative elements that keep the economy together - the glue of the system. This argument leads to the focus on networks and social capital as drivers of the development of intangible assets and is illustrated by the case of EU innovation and knowledge diffusion policy.

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.

The Intangible Economy

The Growth and Importance of Services in the US Economy

The Economic Importance of Intangible Assets

The Tragedy of Intangible Abundance

Technocapitalism

In the Service of Jobs and Productivity?.

How Services Shape Global Production and Consumption

The paper describes: a) the coffee industry and its GVC structure; b) the role that intangible assets play in value creation from both the supply and demand perspective; and c) the current and potential role of intellectual property tools in creating and retaining value, as well as providing economic upgrade options.

The End of Accounting and the Path Forward for Investors and Managers

Unseen Wealth