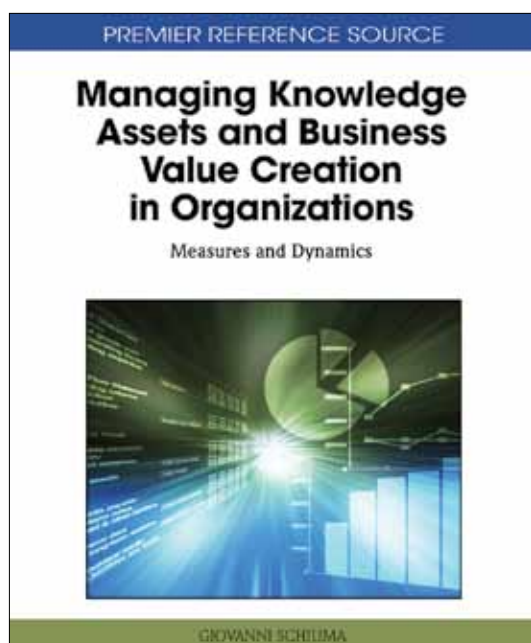


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Managing Knowledge Assets and Business Value Creation in Organizations: Measures and Dynamics



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Giovanni Schiuma (University of Basilicata, Italy)

In today's complex and hypercompetitive business landscape, knowledge assets are both strategic organizational resources and sources of organizational value creation and business performance improvements.

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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- Dynamic intellectual capital
- Growth venturing
- Intangible assets
- Intellectual assets and knowledge-intensive firms
- Knowledge Assets and firm performance
- Knowledge production in universities
- Managing effective knowledge transfer
- Mapping knowledge asset dynamics
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