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Nota di contenuto	MIND OVER MATTER; CONTENTS; FOREWORD; PREFACE; ACKNOWLEDGMENTS; ABOUT THE AUTHOR; ABOUT THIS BOOK; CHAPTER 1: MIND OVER MATERIALISM; DO TRADE DEFICITS DIMINISH WEALTH?; CHAPTER 2: MIND OVER MARXISM; KARL MARX, FALSE PROPHET; THE MARGINALIST REVOLUTION; CHAPTER 3: THE ECONOMY IN MIND; THE ASH HEAP OF HISTORY; " LIKE A CHRYSALIS"; CHAPTER 4: A FLAWED THEORY-THE OLD BUSINESS EQUATION; THE THREE TYPES OF IC; NEGATIVE INTELLECTUAL CAPITAL; " ANALYZING" THE PREDOMINANT BUSINESS EQUATION; CHAPTER 5: A BETTER THEORY-THE NEW BUSINESS EQUATION; THE NEW THEORY; COGNITIVE DISSONANCE WHERE DO PROFITS COME FROM?SUMMARY AND CONCLUSIONS; CHAPTER 6: THE SCARCEST RESOURCE OF ALL; THOMAS SOWELL AND FRIEDRICH HAYEK ON KNOWLEDGE; INFORMATION WANTS TO BE FREE, KNOWLEDGE ISN'T; SAPERE AUDE!; CHAPTER 7: IDEAS HAVE CONSEQUENCES; NEW GROWTH THEORY; CHAPTER 8: THE CHARACTERISTICS OF INTELLECTUAL CAPITAL; KNOWLEDGE IS A VERB; DEFINING INTELLECTUAL CAPITAL; CHAPTER 9: HUMAN CAPITALISM;

THE MORE HUMAN THE CAPITAL, THE LESS WE CAN MEASURE IT; WE KNOW MORE THAN WE CAN TELL; KARL MARX'S REVENGE; CHAPTER 10: KNOWLEDGE WORKERS ARE VOLUNTEERS; PEOPLE HAVE VALUE, NOT JOBS
BECOMING A LIGHTNING ROD FOR TALENT CHAPTER 11: DEVELOPING AND INSPIRING KNOWLEDGE WORKERS; THE SCIENTIFIC MANAGEMENT REVOLUTION; WHAT, EXACTLY, IS PRODUCTIVITY?; A FRAMEWORK FOR KNOWLEDGE WORKER EFFECTIVENESS; FAR FEWER KNOWLEDGE WORKERS THAN WE THINK?; SAMPLE KNOWLEDGE ORGANIZATIONS; PERSONALITY TESTING AND PERFORMANCE APPRAISALS; THE IMPORTANCE OF CONTINUING EDUCATION; WHAT ABOUT WORK-LIFE BALANCE?; NEGATIVE HUMAN CAPITAL; SUMMARY AND CONCLUSIONS; CHAPTER 12: STRUCTURAL CAPITAL: IF ONLY WE KNEW WHAT WE KNOW; THE ECONOMICS OF STRUCTURAL CAPITAL
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Sommario/riassunto

Praise for Mind Over Matter Why Intellectual capital is the Chief Source of Wealth"
"Ron Baker has written another great book on the thoughts and theories on intellectual capital.As usual, he has an awesome depth of content, knowledge, and thought. A great read."
"--Reed Holden, founder, Holden Advisors Corp., www.holdenadvisors.com, and coauthor, The Strategy and Tactics of Pricing and Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table"
"At a time when the virtues that made America great--individualism, hard work, and free trade--are openly debated by wel
