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Nota di contenuto	Cover -- Introduction -- Intellectual capital and strategy: a primer for today's manager -- Intellectual capital in waiting - a strategic IC challenge -- Partnering for innovation and growth -- Strategic management of intangible value drivers -- Strategic thinking and knowledge management -- Strategy implementation - an insurmountable obstacle? -- Successful strategies for new venture development -- The five pillars of organizational excellence.
Sommario/riassunto	Take a look at strategic thinking and knowledge management, successful strategies for new venture development and the five pillars of organizational excellence.