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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  
LEVERAGING IC AND CREATING THE WORLD'S SECOND LARGEST CURRENCY KNOWLEDGE LESSONS FROM THE U. S. ARMY; SUMMARY AND CONCLUSIONS; CHAPTER 13: SOCIAL CAPITAL: NO MAN IS AN ISLAND; IS THERE ANY ACCOUNTING FOR TASTES?; LEVERAGING SOCIAL CAPITAL; CUSTOMERS; REPUTATION AND BRANDS; REFERRAL SOURCES AND NETWORKS; SUPPLIERS AND VENDORS; SHAREHOLDERS AND OTHER EXTERNAL STAKEHOLDERS; JOINT VENTURE PARTNERS AND ALLIANCES; INDUSTRY ASSOCIATIONS AND FORMAL AFFILIATIONS; ALUMNI; UNIONS; CORPORATE UNIVERSITIES; OPEN SOURCE- MASS COLLABORATION; CULTURAL, MORAL, AND ETHICAL CAPITAL  
PUTTING ALL YOUR SOCIAL CAPITAL TOGETHER: THE CONCIERGE SERVICE MODEL SUMMARY AND CONCLUSIONS; CHAPTER 14: KNOWLEDGE VERSUS BELIEFS; PROFITS COME FROM RISK AND UNCERTAINTY; DEBITS DON'T EQUAL CREDITS; FINANCIAL MODEL REFORM; SUMMARY AND CONCLUSIONS; CHAPTER 15: PURPOSE; VOCATION: WHAT IS CALLING YOU?; CONTINUOUSLY DEVELOP YOUR INTELLECTUAL CAPITAL; ADVENTURE; LEAVING A LEGACY; BIBLIOGRAPHY; SUGGESTED READING; ADDITIONAL RESOURCES; INDEX

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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](http://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

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