Record Nr. UNINA9910827583403321 Selected papers from the International Forum on Knowledge Assets **Titolo** Dynamics, Matera, Italy, June 2007 / / guest editors: Professor Giovanni Schiuma and Dr. Antonio Lerro Bradford,: Emerald, 2008 Pubbl/distr/stampa **ISBN** 1-281-76113-3 9786611761134 1-84663-993-X Edizione [1st ed.] Descrizione fisica 1 online resource (105 p.) Collana Measuring business excellence; ; v. 12, no. 2 Altri autori (Persone) SchiumaGiovanni LerroAntonio Disciplina 658.4/038 658.4038 Intellectual capital - Management Soggetti Operations management Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Includes bibliographical references. Nota di bibliografia Cover; Table of contents; Editorial; The dynamics of knowledge assets Nota di contenuto and their link with firm performance; Operationalising intellectual capital management: choosing a suitable approach; Leveraging knowledge assets to improve new product development performances; Managerial mindsets and performance measurement systems of CSRrelated intangibles; An AHP approach to assess brand intangible assets; EVVICAE, a valuation model for intellectual asset-rich businesses; **Events** Sommario/riassunto This e-book is devoted to the Intellectual capital management supporting companies' performance improvement. The selection of articles collected in this e-book is largely based on the conference "International Forum on Knowledge Assets Dynamics" that the guest editors organized in June 2007 in Matera, Italy. At this conference, leading experts discussed (1) the importance of the Intellectual Capital for organizational performance improvement, (2) the IC key-value drivers of the performance management and measurement, and (3)

theoretical concepts of and practical approaches towards a high-