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Capital Intelectual: Creacion de valor en la sociedad del conocimiento (Spanish Edition)

PhD. Mariano L. Bernandez

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El termino "capital intelectual" se confunde con frecuencia - e incluso indistintamente- con "propiedad intelectual", "tecnologia" o "ideas". "innovacion" de caracter cientifico. Ademas de las ideas e invenciones de naturaleza tecnologica o cientifica, el capital intelectual incluye un enorme acervo de ideas y componentes socioculturales, expresadas en las marcas comerciales, las experiencias del cliente, los modelos de negocio y organizacion e inclusive las cadenas de valor y ecosistemas que las producen. Este libro ha sido diseñado como un manual comprensivo y de aplicacion practica para empresarios y gerentes de diversas areas funcionales que deseen detectar, desarrollar y aplicar el capital intelectual de sus organizaciones y ecosistemas de negocios en tanto en su dimension tecnologica como comercial. Los conceptos, modelos y herramientas de este libro -ejemplificados con los casos de empresas lideres y modelo de diferentes giros de actividad- permiten al lector detectar y valuar el capital intelectual tecnologico y comercial, tacito y explicito, planificar el desarrollo de las diez formas de propiedad intelectual y organizar su comercializacion mediante la creacion y desarrollo de marcas.

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