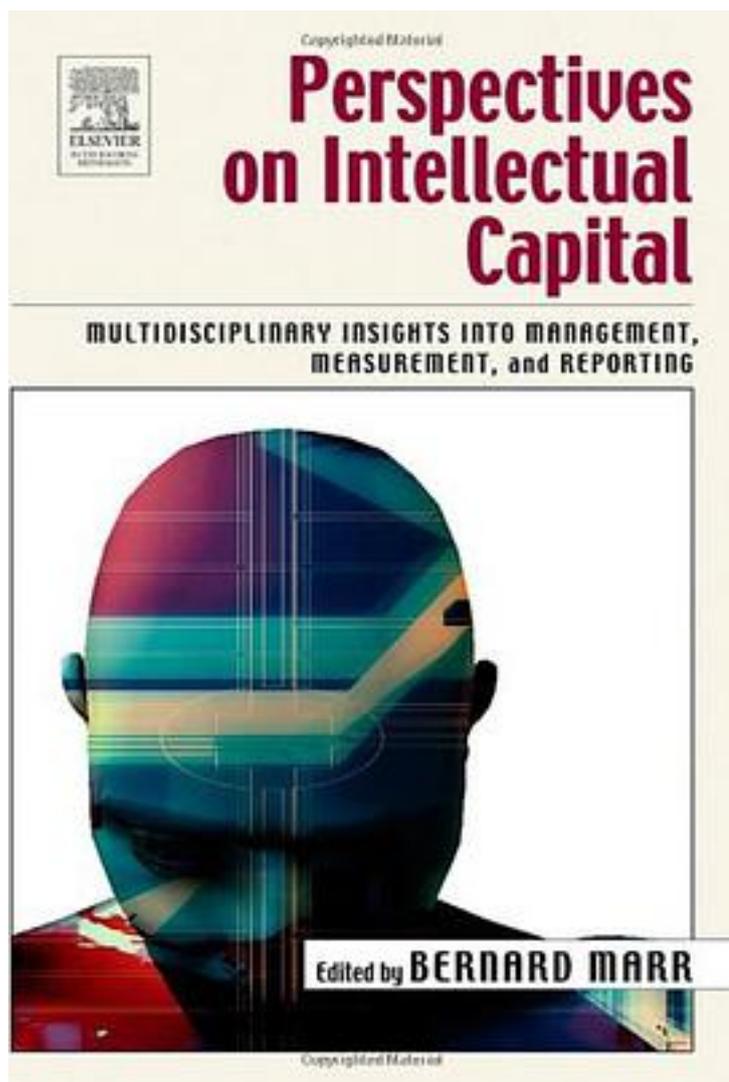


Perspectives on Intellectual Capital



[Perspectives on Intellectual Capital_下载链接1](#)

著者:Marr, Bernard

出版者:Butterworth-Heinemann

出版时间:2005-1

装帧:Paper

isbn:9780750677998

"Perspectives on Intellectual Capital" bridges the disciplinary gaps and facilitates knowledge transfer across disciplines, featuring views on intellectual capital from the fields of accounting, strategy, marketing, human resource management, operations management, information systems, and economics. It also offers interdisciplinary views on intellectual capital from the perspectives of public policy, knowledge management and epistemology. By analyzing the various perspectives, Editor Bernard Marr is able to present a truly comprehensive understanding of what intellectual capital is, including the 'state of the art' thinking about it in each discipline, the common key trends, and the trajectories for future developments, learning, and practice. Contributors include many of the leading thinkers in their respective disciplines: Mie Augier and David Teece on the Economic Perspective; Bernard Marr and Goran Roos on the Strategy Perspective; Baruch Lev, Leandro Canibano, and Bernard Marr on the Accounting Perspective; Sudi Sudarsanam, Ghulam Sorwar, and Bernard Marr on the Finance Perspective; Jan Mourtisen, Per Nikolaj Bukh, and Bernard Marr on the Reporting Perspective; Lisa Fernstrom on the Marketing Perspective; Ulf Johanson on the HR Perspective; L. Martin Clotier and E. Richard Gold on the Legal Perspective; Partick H. Sullivan on the Intellectual Property Perspective; Giovanni Schiuma, Antonio Lerro, and Daniela Carlucci on the Interfirm Perspective; Ahmed Bounfour and Leif Edvinsson on the Public Policy Perspective; J-C Spender and Bernard Marr on a Knowledge-Based Perspective; and Goran Roos on An Epistemology Perspective. The book includes foreword by Robert Grant. Bernard Marr is a Research Fellow in the Centre for Business Performance at Cranfield School of Management, UK, and Visiting Professor, University of Basilicata, Italy. The book offers the only interdisciplinary approach to Intellectual Capital. Its contributors are leading scholars in their fields. Its concluding chapter pulls together all the perspectives into a coherent concept of Intellectual Capital.

作者介绍:

目录:

[Perspectives on Intellectual Capital_下载链接1](#)

标签

评论

[Perspectives on Intellectual Capital_下载链接1](#)

书评

[Perspectives on Intellectual Capital_下载链接1](#)