Measuring knowledge assets – implications of the knowledge economy for performance measurement

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Abstract
The business world has enthusiastically adopted the idea that knowledge has become the most strategic of corporate assets, the principal basis for competitive advantage. This enthusiasm has not, however, been matched by an understanding of how to operationalize knowledge. It seems we argue that knowledge is important largely because it is a different kind of asset. While this is perplexing and suggests that it is important to understand the strategic significance of the different kinds of organizational knowledge, it also raises operational issues for managers. How are we to identify knowledge assets, and measure them? We offer tentative proposals for a new approach to assets evaluation.

Keywords
Knowledge management, Intellectual capital, Assets valuation

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