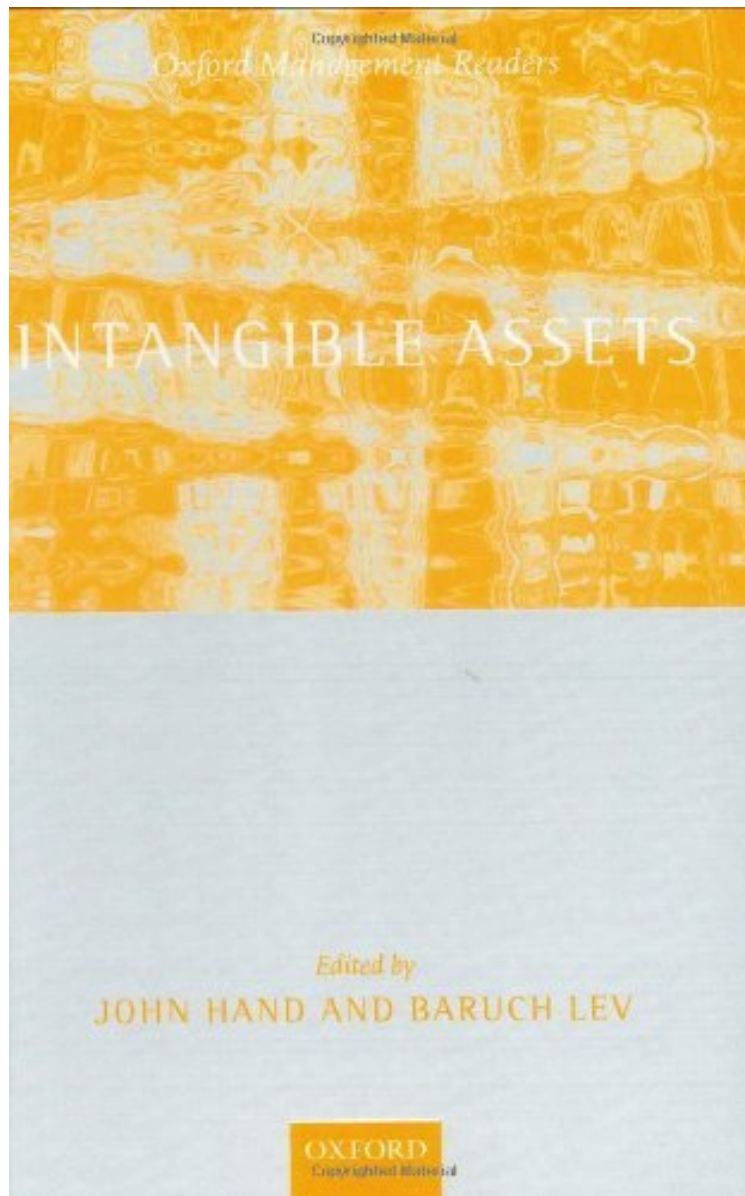


(Free download) Intangible Assets (Oxford Management Readers)

Intangible Assets (Oxford Management Readers)

From Oxford University Press
*audiobook / *ebooks / Download PDF / ePub / DOC*



#2400757 in eBooks 2003-04-10 2003-04-01 File Name: B001NEIPX6 | File size: 66.Mb

From Oxford University Press : Intangible Assets (Oxford Management Readers) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Intangible Assets (Oxford Management Readers):

Wealth and growth in today's economies are driven primarily by intangible assets. Physical and financial assets are

rapidly becoming commodities, yielding at best a competitive return on investment. Abnormal profits, dominant market position and even temporary monopolies are most effectively achieved by the sound deployment of intangible assets. The aim of this book is to bring together the best research and thinking in this exciting and rapidly emerging area.