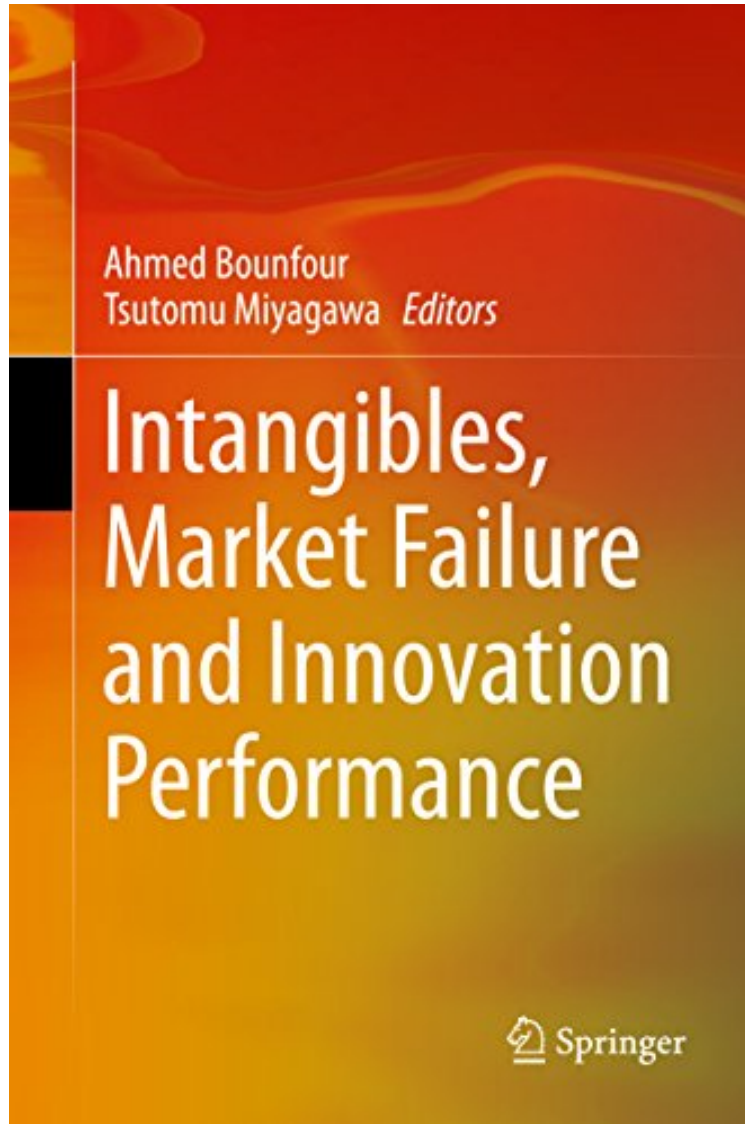


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provides a better understanding of how intangibles contribute to economic growth and value creation. In a second part it presents emerging practices as well as examples of market failure, analyzing managerial practices in relationship to market imperfections. Finally the book links the value of intangibles with innovation and the performance of firms.

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