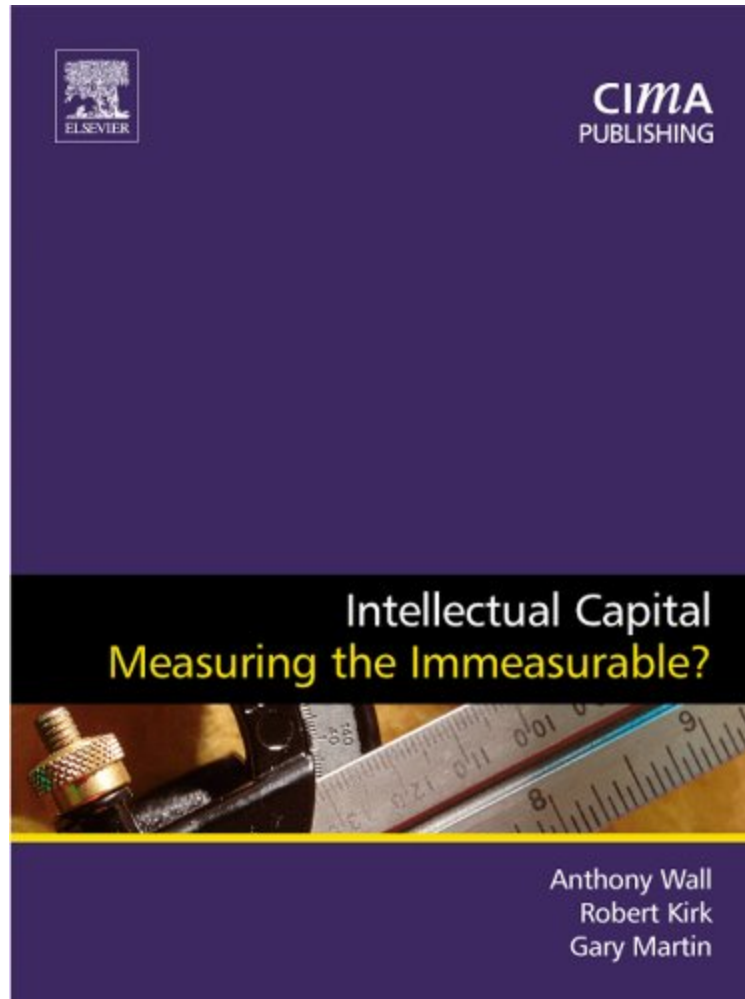


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## Intellectual Capital: Measuring the Immeasurable? (CIMA Research)

*Anthony Wall, Robert Kirk, Gary Martin*  
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**Anthony Wall, Robert Kirk, Gary Martin : Intellectual Capital: Measuring the Immeasurable? (CIMA Research)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Intellectual Capital: Measuring the Immeasurable? (CIMA Research):

Intellectual Capital investigates how companies throughout Ireland are measuring their intellectual capital assets and how their efforts compare to those of the leading exponents of intellectual capital. This report: \* includes a survey of twenty-eight Irish companies \* highlights the importance of intellectual capital within the new economy \* defines the role of the management accountant in the area of intellectual capital The authors conclude there is a recognition of

intellectual capital and its measurement in Irish companies, but acknowledge the measurement and practices appear to be taking place in isolation rather than forming part of an overall intellectual capital management strategy. \* includes a survey of twenty-eight Irish companies \* highlights the importance of intellectual capital within the new economy \* defines the role of the management accountant in the area of intellectual capital

About the Author Robert Kirk BScn (Econ) FCA CPA qualified as a chartered accountant in Belfast with Price Waterhouse Co., and spent two years in industry and a further four years in practice. In 1980 he was appointed director of a private teaching college in Dublin where he specialised in the teaching of financial accounting subjects. He later moved into the university sector and is currently Professor of Financial Reporting in the the School of Accounting at the University of Ulster. He also presents continuing professional education courses for various institutes across the UK and Ireland.