



# Measuring and Evaluating Intellectual Capital

By Marius Karzell

GRIN Verlag. Paperback. Condition: New. 80 pages. Dimensions: 8.3in. x 5.8in. x 0.2in.Bachelor Thesis from the year 2010 in the subject Business economics - Personnel and Organisation, grade: 2, 0, University of Applied Sciences Essen, language: English, abstract: The development from the industrial society to an information and knowledge based society is mainly characterized by the evolution of information and knowledge based technologies and the possibilities to share and gain information within a globalized world. In order to create products and to provide services which are competitive in the market it can be assumed that the importance of obtaining competitive advantages, such as process or product based knowledge and protecting and open up new resources for innovation is permanently rising. In the last century labor has been only considered as an economic production factor in context with land and capital following the classical economic approach of Adam Smith. Today we have realized that a main source for innovation is based on a companys labor workforce also known as human resources. There is a scientific consensus that on average 80 of a companys market value is based on intangible assets and that knowledge is getting a strategic resource and a critical...



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