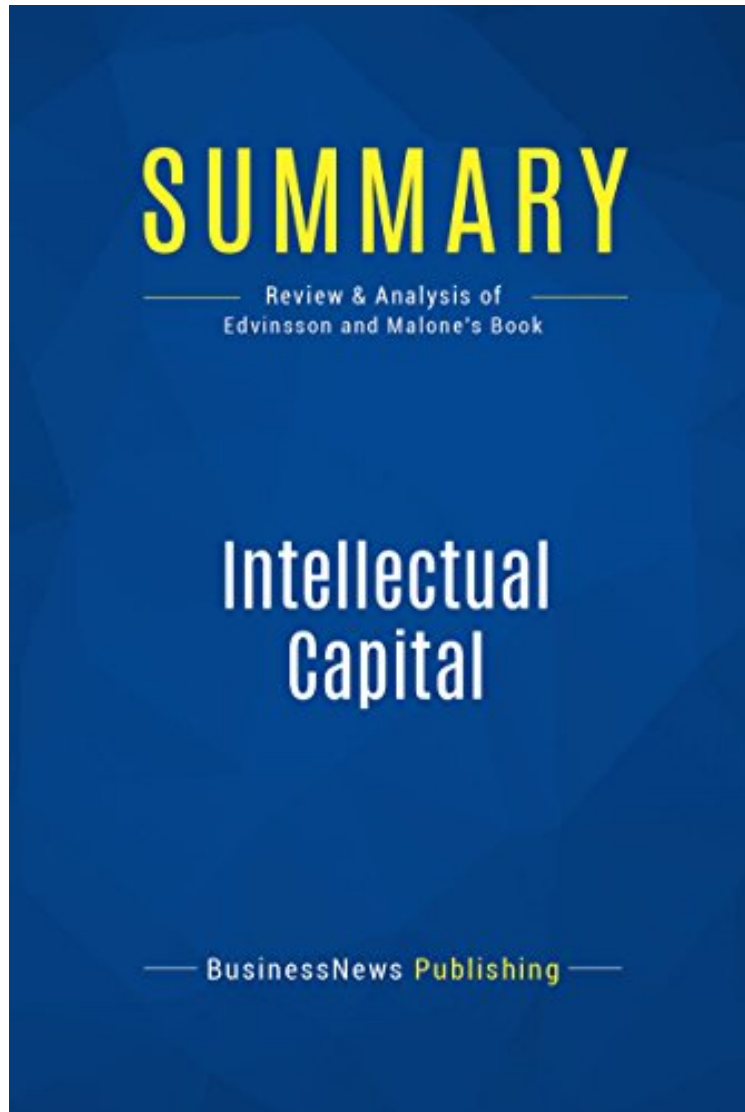


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The must-read summary of Leif Edvinsson and Michael S. Malone's book: "Intellectual Capital: Realizing Your

Company's True Value by Finding its Hidden Brainpower". This complete summary of the ideas from Leif Edvinsson and Michael S. Malone's book "Intellectual Capital" shows how intellectual capital represents the difference between a company's balance sheet and its market value. In their book, the authors describe how traditional accounting methods fail to accurately capture intellectual property assets, resulting in a significant management question: "How can management decisions be consistently made which will enhance the company's intellectual capital base rather than detract from it?" Businesses need to develop a framework to measure intellectual capital, to track and improve it. This summary will teach you exactly how to do this in order to represent the true value of your company. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

 To learn more, read "Intellectual Capital" and discover how you can find the hidden brainpower of your business in order to realize its true value potential.