

Tangible Strategies for Intangible Assets



Managing and Measuring
Your Most Important
Sources of Value

JOHN BERRY

Tangible Strategies For Intangible Assets

Lindsay Moore, Lesley Craig



Tangible Strategies For Intangible Assets:

Tangible Strategies for Intangible Assets John Berry, 2004-11-22 Intangible assets such as brands patents and intellectual capital are the new measures of corporate wealth But one can't manage what one can't measure And while assigning accurate valuations is a stringent requirement under new FASB accounting guidelines it is far from easy This book explains the latest thinking and techniques in measuring and managing intangibles Innovative management disciplines like Balanced Scorecard are explained while real world examples from Amazon eBay and other firms demonstrate how companies are getting maximum advantage from all their intangible assets

Tangible Strategies for Intangible Assets John Berry, 2004 Intangible assets such as brands patents and intellectual capital are the new measures of corporate wealth But one can't manage what one can't measure

The Strategy-focused Organization Robert S. Kaplan, David P. Norton, 2001 In today's business environment strategy has never been more important Yet research shows that most companies fail to execute strategy successfully Behind this abysmal track record lies an undeniable fact many companies continue to use management processes top down financially driven and tactical that were designed to run yesterday's organizations Now the creators of the revolutionary performance management tool called the Balanced Scorecard introduce a new approach that makes strategy a continuous process owned not just by top management but by everyone In *The Strategy Focused Organization* Robert Kaplan and David Norton share the results of ten years of learning and research into more than 200 companies that have implemented the Balanced Scorecard Drawing from more than twenty in depth case studies including Mobil CIGNA Nova Scotia Power and AT T Canada Kaplan and Norton illustrate how Balanced Scorecard adopters have taken their groundbreaking tool to the next level These organizations have used the scorecard to create an entirely new performance management framework that puts strategy at the center of key management processes and systems Kaplan and Norton articulate the five key principles required for building Strategy Focused Organizations 1 translate the strategy to operational terms 2 align the organization to the strategy 3 make strategy everyone's everyday job 4 make strategy a continual process and 5 mobilize change through strong effective leadership The authors provide a detailed account of how a range of organizations in the private public and nonprofit sectors have deployed these principles to achieve breakthrough sustainable performance improvements Presenting a practical proven framework steeped in rich case study experience *The Strategy Focused Organization* helps solve a universal management problem not just how to formulate strategy but how to make it work Building on one of the most revolutionary business ideas of our time this important book shows how today's leaders can shape their own companies to meet the challenges and reap the rewards of a new competitive era Robert S Kaplan is the Marvin Bower Professor of Leadership Development at Harvard Business School David P Norton is President of Balanced Scorecard Collaborative Inc

Strategic Management for the Hospitality and Tourism Industry Vincent Sabourin, 2021-12-28 This vital volume clearly explains cutting edge theories and views on strategic management in applied

management fundamentals in the hospitality and tourism industry The author discusses the latest in strategic thinking and provides information on implementing models within specific contexts such as culture and profit and nonprofit organizations He also looks at the political economic social and technological changes that significantly affect tourism and hospitality The volume is distinguished by its thoughtful analysis and review of related hospitality case studies and the management approaches employed and sheds light on ever the emerging management and operation issues in the tourism and hospitality sector The book employs an abundance of case studies that illustrate the concepts and models discussed with examples from such heavyweights in the industry as Disney and Euro Disney Aer Lingus British Airways Four Seasons Holiday Inn Marriot Sofitel Starwood Hotels and more Key features of the book include Cutting edge approach Applies advanced and recent strategic management views to the tourism and hospitality field Critical treatment Provides critical discussions about whether and how strategic models theories can be applied in the hospitality and tourism field Sensitive to specific contexts As the tourism and hospitality industry has become one of the largest industries worldwide discusses how strategic management concepts can be applied in different cultures and profit and nonprofit tourism organizations Extensive case studies Provides supporting case studies related to the strategy content context and process from international industries such as Aer Lingus Accor Marriott and Ryanair Organization of the book Each of the chapters within the case study sections employs a thorough pedagogic structure consisting of a concise introduction examples and case analysis discussion points exercises and further reading This book is designed to provoke thought and debate about strategic management and myriad other issues It will be valuable for students academics universities offering hospitality and tourism and hospitality and tourism professionals

Corporate Reputation as Strategic Intangible Asset Diletta Vito, 2025-06-16 This book offers a comprehensive overview of corporate reputation aiming to enhance understanding management processes and measurement methods associated with this crucial concept By integrating perspectives from various disciplines such as strategic management organizational theory and accounting the book presents a holistic framework for both enhancing and safeguarding corporate reputation The book explores essential processes such as creating acquiring protecting and repairing reputational capital employing a stock and flow model to establish a robust framework for reputation management Furthermore the book studies the role of corporate communication and voluntary disclosure in establishing trust and credibility with stakeholders It provides actionable strategies for reputational risk management and crisis management emphasizing the critical importance of swift and transparent communication in safeguarding and restoring reputational capital By addressing stakeholder specific dynamics and offering detailed guidelines on reputation management the book underscores the necessity of tailored efforts to meet the unique needs and concerns of diverse stakeholder groups Designed for scholars practitioners business leaders and students in business and management disciplines this book aims to deepen their understanding of the strategic importance of corporate reputation

Strategy and Strategists James

Cunningham, Brian Harney, 2012-03-29 Importantly this stimulating text *The Intangible Assets Handbook* Weston Anson, 2007 This handbook is intended as a useful document for intangible asset management inquiries with a special emphasis on licensing transaction due diligence and bankruptcy It attempts to help improve the management of companies with underleveraged intangible asset portfolios Relevant exhibits case studies common terms and a detailed index are also included Handbook of Research on Strategic Management in Small and Medium Enterprises Todorov, Kiril, Smallbone, David, 2014-04-30 As the global economy continues to develop and new entrepreneurs take advantage of emerging markets the small business sector plays a greater role of economic development in the international arena The Handbook of Research on Strategic Management in Small and Medium Enterprises contributes new research to the current array of literature on small business management under diverse geographic economic and socio cultural conditions By exploring existing theories in tandem with fresh viewpoints this book will serve as a valuable reference to students lecturers researchers entrepreneurs and policy makers investigating the use of strategic management in various scenarios and situations **Strategic Management** Peter FitzRoy, James M. Hulbert, Abby Ghobadian, 2012-03-22 Students trying to navigate the strategy jungle may lose sight of the fact that strategic management is about creating value in an organization Understanding strategic management is a core part of all business qualifications and this textbook brings a new and easy to follow understanding of this vital business function In addition to walking the student through the basics of the subject the authors provide an array of analytical tools to help facilitate a thorough understanding of strategic management The book addresses thoroughly the impact of financial markets on a firm s strategic capabilities as well as looking at other challenging environmental factors Aided by an array of student friendly features such as learning objectives strategic management in practice case studies and review questions in each chapter Strategic Management will help students to excel in their strategic management classes and better prepare them for the real business world A comprehensive companion website containing a wealth of supplementary materials for students and lecturers alike is available at <http://www.routledge.com/cw/fitzroy> The Routledge Companion to Strategic Marketing Bodo B. Schlegelmilch, Russell S. Winer, 2020-11-24 The Routledge Companion to Strategic Marketing offers the latest insights into marketing strategy Bodo Schlegelmilch and Russ Winer present 29 specially commissioned chapters which include up to date thinking on a diverse range of marketing strategy topics Readers benefit from the latest strategic insights of leading experts from universities around the world Contributing authors are from among others the U S Berkeley Cornell MIT New York University Texas A M Europe the Hanken School of Economics INSEAD the University of Oxford the University of Groningen WU Vienna and Asia the Indian School of Business Tongji University The topics addressed include economic foundations of marketing strategy competition in digital marketing strategy e g mobile payment systems and social media strategy marketing strategy and corporate social responsibility as well as perspectives on capturing the impact of marketing strategy Collectively this authoritative guide is an accessible tool for

researchers students and practitioners Business Essentials for Strategic Communicators M. Ragas,E. Culp,2014-12-17

The rise of digital media and the public s demand for transparency has elevated the importance of communication for every business To have a voice or seat at the table and maximize their full value a strategic communicator must be able to speak the language and understand business goals issues and trends The challenge is that many communicators don t hold an MBA and didn t study business in college Business Essentials for Strategic Communicators provides communication professionals and students with the essential Business 101 knowledge they need to navigate the business world with the best of them Readers will learn the essentials of financial statements and terminology the stock market public companies and more all with an eye on how this knowledge helps them do their jobs better as communication professionals **A Strategic Approach to Financial Management** Dr. Sayan Saha,Dr. Amardeep Bajpai,Mr. Kaustuv Sankar Chakraborty,Dr. T. Kumuthavalli,2025-01-09 A Strategic Approach to Financial Management combines financial theory with practical tactics to assist organisations make better financial choices This book emphasises finance management s strategic significance in corporate orientation This book emphasises an organization s long term vision and how financial choices may support it unlike many others that concentrate simply on financial analysis and accounting Budgeting financial forecasting capital investment choices risk management performance assessment and global financial markets are covered in the book The book explains how these key principles interact and how financial managers may apply them for sustainable development in straightforward accessible language Real world case studies and examples show how firms may handle economic uncertainty shifting interest rates and changing industry trends The book also discusses how financial leadership and decision making promote accountability and openness in an organisation It invites readers to critically consider how financial strategies affect marketing operations and human resources and emphasises their interconnectedness This book is essential for financial professionals and company leaders who want to improve their strategic thinking and grasp the financial repercussions of their actions **Optimizing Human Capital with a Strategic Project Office** J. Kent Crawford,Jeannette Cabanis-Brewin,2005-09-01 Optimizing Human Capital with a Strategic Project Office explores the SPO s potential to transform an enterprise by making the most of people within an organization This volume provides an exhaustive review of topics such as the hiring retention measurement training and professional development of knowledge workers in project management **Intellectual Property Strategies for the 21st Century Corporation** Lanning G. Bryer,Scott J. Lebson,Matthew D. Asbell,2016-03-17 A practical approach to the modern management of intellectual property The world has changed significantly in the past decade resulting in new behavior and practice related to the ownership and management of intellectual property This book helps executives attorneys accountants managers owners and others understand the legal technological economic and cultural changes that have affected IP ownership and management It provides case studies practical examples and advice from seasoned and enduring professionals who have adopted new and

streamlined methods and practices whether as in house or outside counsel or service providers Provides a practical yet global approach to corporate IP management Serves as a resource for in house and outside counsel executives managers accountants consultants and others at mid size and large corporations Helps professionals navigate the numerous new challenges that have changed the ways in which intellectual property is obtained and managed Details the latest trends in valuation exploitation and protection of intellectual property Extensive coverage of the legal financial accounting and general business aspects of intellectual property The combined expertise of lawyers accountants economists and other business professionals Timely and relevant in view of the global economic recession amidst rampant technological development this book offers new solutions practices policies and strategies as a result of changes in economies and markets laws globalization environment and public perception *The OECD Innovation Strategy Getting a Head Start on Tomorrow* OECD,2010-05-28 This book provides a set of principles for fostering innovation in people workers and consumers in firms and in government taking an in depth look at the scope of innovation and how it is changing as well as where and how it is occurring *Intellectual Capital in Enterprise Success* Lindsay Moore,Lesley Craig,2008-06-02 Maximize your company s intellectual capital with the tools techniques and framework found in Intellectual Capital in Enterprise Success Strategy Revisited This timely book will take you a step ahead of your competitors in driving successful and appropriate intellectual asset management practices showing you how to capture and effectively deploy intellectual assets within your business

The HR Scorecard Brian E. Becker,Mark A. Huselid,David Ulrich,2001 Introduces a new way of measuring and thinking about the contributions of individuals to business success Makes the case that the role of Human Resources is increasingly important as company assets become more intangible and reliant on intellectual capital Provides a framework that focuses on identifying where Human Resources issues are performance drivers or impediments to strategy implementation Develops a measurement system that provides valid reliable indicators of Human Resources contribution to the success of strategy implementation and ultimately to firmperformance Includes recommendations supported by clear and persuasive examples as well as the authors unique survey of 2 800 firms *CIMA Official Learning System Management Accounting Financial Strategy* John Ogilvie,2008-09-10 The 2009 edition has been written in conjunction with the examiner to fully reflect what could be tested in the exam Fully revised with additional readings and examples it provides complete study material for the May and November 2009 exams Managing Global Strategy William H. A. Johnson,2020-10-21 This concise practical textbook clearly explains how to go about developing and implementing a global strategy for any organization from Born Global start ups to more established large companies struggling to manage their global extensions to nonprofits including non governmental organizations NGOs and charities Written clearly and concisely this volume brings together multiple tools models and frameworks into one resource to guide a successful global strategy development and implementation process Issues covered include Internal and external environmental analyses Cross cultural communication Structural considerations

Leadership and motivation Foreign market entry mergers alliances and acquisitions Upper level undergraduate and postgraduate students of global business will appreciate this accessible guide to a highly complex endeavor as will practicing managers in global organizations seeking a ready reference Instructors will also value the outline of a semester long project keyed to the book developed and tested by the author

The Cornell School of Hotel Administration Handbook of Applied Hospitality Strategy Cathy A. Enz, 2010-07-14 This state of the art handbook approaches the topics of hospitality strategy with an emphasis on immediate application of ideas to current practice Top hospitality scholars make original contributions with the inclusion of senior level executives input insights and current best practices By incorporating the latest research and thinking on various strategic topics with the commentary and insights of successful executives this handbook blends cutting edge ideas and comprehensive reviews of the subject with innovative illustrations and examples from practice The strength of the handbook is its combination of academic rigour and hospitality application The handbook will have a clear reference orientation and focus on key topical issues and problem of interest to practitioners and advanced students of hospitality strategy

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