

Tangible Assets



Tangible assets
are Long-term
physical forms of
resources owned
by a business.

Intangible Assets



Intangible assets
are Long Term
nonmaterial
resources owned by
the business

Tangible Strategies For Intangible Assets

Rosina Ehmann



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

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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 Marriott 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

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

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

Strategy Maps Robert S. Kaplan,David P. Norton,2004 The authors of The Balanced Scorecard and The Strategy Focused Organization present a blueprint any organization can follow to align processes people and information technology for superior performance **Controlling Strategy** Christopher S. Chapman,2005-06-09 Ideas about the role of management accounting systems in a firm s strategy have changed in recent years and this book explores the ways in which this has happened Management control systems have frequently been seen as irrelevant to strategy or even damaging Controlling Strategy draws out the various ways in which management control systems can build and sustain valuable strategic roles The book explores topics such as Strategic measurement Strategic data analysis The Balanced Scorecard Capital budgeting and Strategy coordination Written as an introduction to the strategic role of management control systems Controlling Strategy provides a synthesis of important work in the fields of strategy and management accounting Academics and Advanced Students of Accounting Strategy or Management Studies will find the book an indispensable guide to this area

Technology and Engineering Strategies P.J. Moar,2024-08-01 This pioneering book is the first ever practical guide to developing and communicating technology and engineering strategies It presents a unique step by step method for creating robust evidence based strategy known as the Five Dimensions Process or 5DP The book also introduces a host of original insights including a new theory of technology a novel approach to product innovation and groundbreaking contributions to our understanding of technological risk It describes many easy to use tools both new and established for supporting activities such as solution design system monitoring risk identification project management the development of personnel and ethical decision making The book brims with strategic and tactical advice on such topics as university collaboration technical compatibility data utilisation product design project cancellations outsourcing knowledge management and risk mitigation It is essential reading for technologists and engineers across all disciplines technology and engineering leaders and professional strategy consultants

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