

The Economic Importance of Intangible Assets

Edited by
PATRIZIO BIANCHI
SANDRINE LABORY



The Economic Importance Of Intangible Assets

Weston Anson



The Economic Importance Of Intangible Assets:

The Economic Importance of Intangible Assets Patrizio Bianchi, 2017-11-30 This book is the result of a two year interdisciplinary research programme named PRISM Policy making Reporting and measuring Intangibles Skills development and Management financed by the European Commission and aimed both at understanding better how these assets are created and developed and what the policy implications of their growing importance in economies are The book focuses on the policy issues raised by the increasing importance of intangible assets in a country's growth and competitiveness The main idea is that the value of intangible assets which is imperfectly captured by current economic indicators and imperfectly formalized in economic theory lies in their being the cumulative elements that keep the economy together the glue of the system This argument leads to the focus on networks and social capital as drivers of the development of intangible assets and is illustrated by the case of EU innovation and knowledge diffusion policy

The Economic Importance of Intangible Assets Patrizio Bianchi, Sandrine Labory, 2018 *Visualising Intangibles: Measuring and Reporting in the Knowledge Economy* Stefano Zambon, 2016-02-11 Despite the now widely recognized importance of intangible assets and intellectual capital they still appear to be poorly understood by both academics and practitioners Indeed the necessity for adopting a fresh approach to their reporting measurement and management is today generally clear and accepted This book gives room to new perspectives which broaden the scope and depth of the investigation whilst also opening up innovative methods and opportunities for practice

Intangible Assets, Productivity and Economic Growth Carter Bloch, Aimilia Protogerou, Nicholas S. Vonortas, 2024-02-15 This book advances our knowledge on intangibles and their role in productivity growth presenting a unique multi level perspective It encompasses micro meso and macro approaches that build upon firm industry and country level data and introduces novel layers of analysis A variety of empirical instruments are used in the book such as a large scale international survey input output analysis register data etc thus displaying fresh comparative evidence for Europe the USA China Korea and Japan The book also examines the subject within the global value chain context which is one of the most relevant phenomena of recent decades and assesses cross country trends drawing on a unique industry level database of intangible assets based on production input data from all over the world The book offers new insights on how to measure intangibles how they contribute to productivity growth and how policy can help foster intangibles investments and growth It will therefore be of great interest to scholars researchers and advanced students in the fields of economic growth innovation technology and business management

The International Brand Valuation Manual Gabriela Salinas, 2011-11-22 The International Brand Valuation Manual is a detailed and extensive review of the main brand valuation models The book reveals the state of the art in the field of brand valuation and coherently relates major trends in the theory and practice of brand valuation This one stop source is for valuation professionals as well as financial and marketing specialists who need to have an understanding of the principal valuation methods Salinas also analyses the

respective efficacy advantages disadvantages and prospects for the future for each method The book Provides a thorough overview of all the tools available for the brand valuation practitioner Offers an informed view on which methodologies are most suitable for different types of applications and explains why Acts as an all in one source of reference for specialists who advise clients on which methodology to employ or who are considering adopting one themselves Features case studies and examples from Guinness PwC Rolls Royce Santander Shell Telefonica Unilever BMW Hanson Trust Cadbury Schweppes Kellogg Coco Cola Mercedes Rolex among others Gabriella Salinas is the Global Brand Manager at Deloitte Touche Tohmatsu Madrid Spain

The Case For Patents Daniel F Spulber,2021-03-02 The Case for Patents offers an affirmative case for the many economic benefits of the patent system and shows how patents provide incentives for invention innovation and technological change The discussion highlights the many contributions of patents to economic growth and development The Case for Patents helps restore balance to public policy debates by recognizing the important contributions of the patent system

Health Policy and High-tech Industrial Development Marco R. Di Tommaso,Stuart O. Schweitzer,2005-01-01 Health economists should consider the advantages of viewing a country s health system not only as a unique industry that produces both health care and high technology goods and services but that it also possess the ability to stimulate development of a broader array of high technology industries Development and industrial economists and policymakers will also see the health sector from this different and innovative perspective

The Valuation of Digital Intangibles Roberto Moro Visconti,2020-02-17 This book offers a primer on the valuation of digital intangibles a trending class of immaterial assets Startups like successful unicorns as well as consolidated firms desperately working to re engineer their business models are now trying to go digital and to reap higher returns by exploiting new intangibles This book is innovative in its design and concept since it tackles a frontier topic with an original methodology combining academic rigor with practical insights Digital intangibles range from digitized versions of traditional immaterial assets brands patents know how etc to more trendy applications like big data Internet of Things interoperable databases artificial intelligence digital newspapers social networks blockchains FinTech applications etc This book comprehensively addresses related valuation issues and demonstrates how best practices can be applied to specific asset appraisals making it of interest to researchers students and practitioners alike

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

Organisational Capital Ahmed Bounfour,2008-12-04 The most common types of intangible assets are trade secrets e g customer lists and know how copyrights patents trademarks and goodwill This new volume introduces and critically examines organizational capital as an intangible asset

Intellectual Property Management Klaus Jennewein,2006-03-30 Innovation is a source of competitive

advantage In other words firms may leverage innovation to generate rents at least temporarily And this is intended to be a self sustained business model part of the rent extracted from the market may be re invested into new technological developments which in turn permit additional innovations thus regenerating the sources of rents This is the positive loop of innovation In this sense business would be a permanent hunt for innovations in search of rents Yet innovations need to be protected if firms want to benefit from rents over long periods of time However the strategic management literature tends to suggest that patents are a weak protection against aggressive imitators Secrecy may help but we also know that technology ends up leaking in most cases Speed in new developments to cut time to market may be another way of protecting the technological advance of the firm But again this may not be enough as start ups may out compete the established firm in the race for innovation This is where Dr Klaus Jennewein s key idea comes into the picture The core of his thesis is that brand equity may be combined to technological protections such as patents to build a multi layer complex intricate shield to protect the sources of rents against competitors and imitators

The Artful Economist Ilde Rizzo,Ruth Towse,2016-10-04 This book reassesses central topics in cultural economics Public finance and public choice theory as the basis for decision making in cultural and media policy the role of welfare economics in cultural policy the economics of creative industries the application of empirical testing to the performing arts and the economics of cultural heritage Cultural economics has made enormous progress over the last 50 years to which Alan Peacock made an important contribution The volume brings together many of the senior figures whose contributions to the various special fields of cultural economics have been instrumental in the development of the subject and others reflecting on the subject s progress and assessing its future direction Alan Peacock has been one of the leading lights of cultural economics and in this volume Ilde Rizzo and Ruth Towse and the other contributors ably capture the import of his contributions in a broader context of political economy In doing so they offer an overview of progress in cultural economics over the last forty years Tyler Cowen Professor of Economics and Director of the Mecatus Center George Mason University Fairfax Virginia USA A fitting tribute to Professor Sir Alan Peacock s inspiring intellect leadership and his outstandingly rich and varied legacy in the domain of cultural economics this book draws together illuminating analyses and insights from leading cultural economists about the role and value of this dynamic and increasingly policy relevant field of enquiry Gillian Doyle Professor of Media Economics and Director of Centre for Cultural Policy Research University of Glasgow UK

Intangible Asset Gap in Global Competitiveness Eskil Ullberg,Leif Edvinsson,Carol Yeh-Yun Lin,2020-11-30 This book examines the role of intangible assets IA in companies and countries for achieving sustainable economic growth The authors particularly focus on Sweden and other Nordic countries to analyse the IA gap using a systematized IA metrics approach They also discuss the incentives needed for strategic investments into useful IA to gain national competitiveness from an economic social and environmental policy perspective The authors contend that despite the increasing importance of IA and intellectual capital IC in the economy the current discussion has

only been centered on intellectual property which is one of the more prominent forms of intangibles As this book demonstrates IC and IA encompass wider dimensions of human process market and renewal capital among others Featuring real case examples from Spotify Minecraft and Izettle this book offers a strategy for the resurrection of competitive advantage in the globalized economy and the advancement of some key United Nations Sustainable Development Goals SDGs

Sustainable City and Creativity Tüzin Baycan,2016-04-01 The notion of creative cities where cultural activities and creative and cultural industries play a crucial role in supporting urban creativity and contributing to the new creative economy has become central to most regional and urban development strategies in recent years A creative city is supposed to develop imaginative and innovative solutions to a range of social economic and environmental problems economic stagnancy urban shrinkage social segregation global competition or more Cities and regions around the world are trying to develop facilitate or promote concentrations of creative innovative and or knowledge intensive industries in order to become more competitive These places are seeking new strategies to combine economic development with quality of place that will increase economic productivity and encourage growth Against this increasing interest in creative cities this volume offers a coherent set of articles on sustainable and creative cities and addresses modern theories and concepts relating to research on sustainability and creativity It analyses principles and practices of the creative city for the formulation of policies and recommendations towards the sustainable city It brings together leading academics with different approaches from different disciplines to provide a comprehensive and holistic overview of creativity and sustainability of the city linking research and practice In doing so it puts forward ideas about stimulating the production of an innovative knowledge for a creative and sustainable city and transforming a specific knowledge into a general common knowledge which suggests best future policy actions decision making processes and choices for the change towards a human sustainable development of the city **The**

Elgar Companion to Information Economics Daphne R. Raban,Julia W_odarczyk,2024-03-14 The Elgar Companion to Information Economics dexterously navigates this interdisciplinary field of research which celebrates the crucial contribution of information to decision making market dynamics and economic well being Offering a wealth of conceptual analysis this erudite Companion embarks on an intellectual journey exploring the fundamentals of information economics This title contains one or more Open Access chapters *Illicit Trade Trade in Counterfeit and Pirated Goods Mapping the Economic*

Impact OECD,European Union Intellectual Property Office,2016-04-18 Counterfeit and pirated products come from many economies with China as the largest producing market These illegal products are found in a range of industries from luxury items to intermediary products to consumer goods This report assess the value scope and trends of this illegal trade *The Handbook of Evolutionary Economic Geography* Ron A. Boschma,Ron L. Martin,2010 This wide ranging handbook studies and defines the paradigm of evolutionary economic geography The distinguished contributors highlight the key conceptual theoretical and empirical advances and present a clear statement of their aims objectives and methods **Illicit Trade**

Trends in Trade in Counterfeit and Pirated Goods OECD,European Union Intellectual Property Office,2019-03-18 This study examines the value scope and trends of trade in counterfeit and pirated goods First it presents the overall scale of this trade and discusses which parts of the economy are particularly at risk Next it looks at the main economies of origin of fakes in global trade Finally it **WIPO Pathfinders Report** ,2025-06-25 The WIPO Pathfinders Report synthesizes insights from over 45 interviews with prominent thought leaders and experts within the innovation and creation ecosystem exploring how IP driven innovation and creativity might evolve by 2034 Structured across four chapters the report assists Member States and the IP community in understanding how current trends may shape the future landscape providing a foundation for exploring various potential futures for the IP system in the medium to long term *Dynamics of Economic Spaces in the Global Knowledge-based Economy* Sam Ock Park,2014-09-19 This book addresses how economic spaces dynamically change within the context of the global knowledge based economy Specifically it centers the discussion on integrated views of understanding and conceptualizing dynamic changes of global economy under the global megatrends of globalization knowledge based economy information society service world climate change and population aging Focusing on East Asia especially on Korea it deals with case studies regarding the processes and patterns of these global dynamics looking at economic spaces of various spatial scales and types of economic actors This book develops a theoretical model for understanding and analysing the dynamics of economic spaces that are being reshaped within the larger global economy It also emphasizes the analysis of empirical studies at the level of firm region and state by considering an evolutionary perspective over time In developing its theoretical framework this book examines regional resilience intangible assets service innovation path dependence and other notions related to the evolution of economic spaces and incorporates these elements into real world case studies The integrated theoretical framework examined here contributes a new perspective on spatial disparities in the global economy An integral model of service innovation the integration of path dependence and regional resilience the interaction between firm and region for the accumulation of intangible assets and the roles of governments and global firms these are all essential to understanding the dynamics of economic spaces in East Asia The theoretical model and case studies in this book suggest policy implications for developing countries especially in the Asian and African regions with regard to regional development and innovation policies

The Enigmatic Realm of **The Economic Importance Of Intangible Assets**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing lacking extraordinary. Within the captivating pages of **The Economic Importance Of Intangible Assets** a literary masterpiece penned by way of a renowned author, readers embark on a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of people who partake in its reading experience.

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