



Comprehensive Intellectual Capital Management: Step-by-Step

By Nermien Al-Ali

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Learn the fundamentals, practices and models of intellectual capital management with this essential resource. Providing a business-oriented, critical review of the definitions, practices, tools and models that are available today, its approach enables you to understand and retain the cutting-edge issues in the emerging field of intellectual capital management.

- Includes a diagnostic tool that you can use to assess your position on the continuum of intellectual capital management and leverage your competitive advantage
- Provides plenty of real-life examples and case studies, including Dow Chemical and American Skandia
- Offers checklists for steps required for the three main processes of intellectual capital management: knowledge, innovation and intellectual property management . . . and more!

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Editorial Review

Review

"The 'Comprehensive Intellectual Capital Management' (CICM) approach Ms. Al-Ali has developed is truly groundbreaking in that it effectively addresses one of the most significant challenges in the intellectual capital management (ICM) arena today: the ability to directly link ICM to bottom line business value. The integration of innovation processes with knowledge (KM) and intellectual asset management (IAM), combined with a robust portfolio management discipline are the most critical and unique components of the CICM approach. Additionally, the fact that CICM can be customized to fit the strategic direction, operational structure, and culture of a company is also a very appealing aspect of this bottom line-based approach. This book speaks to every person in the ICM chain, the inventor, market manager, patent attorney, finance manager, IA manager, research manager, business manager, production manager, and most importantly, the CFO."-- David Near

Director of Business Excellence

Polyurethanes Business

The Dow Chemical Company

"This is a seminal work in that vast wilderness where law merges with business. It should be dog-eared and underlined with notes in the margin by any lawyer or business leader who cares about how intellectual capital is valued and how it should be managed to maximize growth and profit. This is the critical knowledge for the next decade and beyond."--John D. Hutson

Dean & President

Franklin Pierce Law Center

"Management and reporting of Intellectual Capital has become one of the most important issues facing business and society in the knowledge economy. Much work has been done around the world trying to develop general acceptable solutions. Nermien Al-Ali presents in her book a unique and very inspirational contribution to the search for ways of better managing and reporting Intellectual Capital." --Jan V.K.

Hoffmeister

Vice President, Intellectual Capital Management

Skandia Insurance Company

From the Inside Flap

Companies employ a variety of strategies in order to best leverage their institutional brainpower. Knowledge Management (KM) essentially relates to the creation and codification of knowledge within an organization. Intellectual Property Management (IPM) then seeks to maximize this value in the marketplace. Innovation Management (IM) offers a third, intermediary approach that attempts to link and reinforce the previous two. Yet these three subdisciplines are based on strategies that overlap and diverge on countless issues, and an organization that tries to employ all at once will lose its strategic focus. Comprehensive Intellectual Capital Management presents an inclusive approach for the total strategic management of an organization's intellectual capital throughout the entire enterprise and at every stage of development of the intellectual capital.

The Comprehensive Intellectual Capital Management (CICM™) approach overcomes the limitation of any one discipline in the field of Intellectual Capital Management, taking advantage of what each discipline has

to offer in creating and sustaining an organization's competitive advantage. Author Nermien Al-Ali explains the fundamentals, practices, and models of intellectual capital management, providing a business-oriented, critical review of the tools and procedures that are available today. Her reader-friendly approach makes CICM accessible to a broad business audience. Part I explains the relationship between intellectual capital and market value, business growth, stock price, and overall competitive performance. Part II explains how the various intellectual capital management approaches and strategies function and overlap, and Part III presents a step-by-step application of practical techniques, processes, and strategies for managing intellectual capital using the CICM model. This forward-thinking study also:

- Includes a diagnostic tool that CEOs and other leaders of organizations can use to assess their position on the continuum of intellectual capital management, helping them define and leverage their competitive advantage
- Provides real-life examples, including extensive case studies of Dow Chemical and Skandia
- Offers checklists for the three main processes of intellectual capital management: knowledge, innovation, and intellectual property management
- Includes two appendices that bring the general reader up to speed in relation to business management concepts and intellectual property law

Comprehensive Intellectual Capital Management provides IP lawyers, business leaders, CEOs, and strategic managers the tools they need to successfully negotiate the shifting intellectual capital landscape.

From the Back Cover

Praise for Comprehensive Intellectual Capital Management

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—Jan V.K. Hoffmeister, Vice President, Intellectual Capital Management
Skandia Insurance Company

Users Review

From reader reviews:

Terry Carr:

Book is usually written, printed, or created for everything. You can recognize everything you want by a publication. Book has a different type. As it is known to us that book is important issue to bring us around the world. Next to that you can your reading talent was fluently. A guide Comprehensive Intellectual Capital Management: Step-by-Step will make you to be smarter. You can feel more confidence if you can know about every thing. But some of you think this open or reading a new book make you bored. It's not make you fun. Why they might be thought like that? Have you looking for best book or suitable book with you?

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Teresa Spillman:

Comprehensive Intellectual Capital Management: Step-by-Step can be one of your beginning books that are good idea. We all recommend that straight away because this book has good vocabulary that could increase your knowledge in terminology, easy to understand, bit entertaining but delivering the information. The writer giving his/her effort to set every word into joy arrangement in writing Comprehensive Intellectual Capital Management: Step-by-Step nevertheless doesn't forget the main position, giving the reader the hottest and based confirm resource facts that maybe you can be among it. This great information can drawn you into completely new stage of crucial pondering.

Mary Fox:

Your reading 6th sense will not betray anyone, why because this Comprehensive Intellectual Capital Management: Step-by-Step publication written by well-known writer whose to say well how to make book that could be understand by anyone who all read the book. Written with good manner for you, still dripping wet every ideas and composing skill only for eliminate your current hunger then you still uncertainty Comprehensive Intellectual Capital Management: Step-by-Step as good book not simply by the cover but also by content. This is one reserve that can break don't assess book by its include, so do you still needing another sixth sense to pick this specific!? Oh come on your reading sixth sense already said so why you have to listening to one more sixth sense.

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