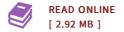


Mind Over Matter: Why Intellectual Capital is the Chief Source of Wealth

By Baker, Ronald J.

Wiley, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword. Preface. Acknowledgments. About the Author. Abou this Book. 1. Mind Over Materialism. Do Trade Deficits Diminish Wealth? 2. Mind Over Marxism. Karl Marx, False Prophet. The Marginalist Revolution. 3. The Economy in Mind. The Ash Heap of History. "Like a Chrysalis". 4. A Flawed Theory-The Old Business Equation. The Trhee Types of IC. Negative Intellectual Capital. "Analyzing" the Predominant Business equation. 5. A Bette rTheory-Teh New Business Equation. The New Theory. Cognitive Dissonance. Where Do Profits Come From? Summary and Conclusions. 6. The Scarcest Resource of All. Thomas Soell and Friedrich Hayek on Knowledge. Information wants to Be Free, Knowledge Isn't Sapere Aude! 7. Ideas Have Consequences. New Growth Theory. 8. The Characteristics of Intellectual Capital. Knowledge is a Verb. Defining Intellectual Capital. 9. Human Capitalism. The More Human the Capital, the Less We Can Measure It. We Know More Than We Can Tell. Karl Marx's Revenge. 10. Knowledge Workers Are Volunteers. People Have Value, Not Jobs. Becoming a Lightning Rod for Talent. 11. Developing and Inspiring Knowledge Workers. The Scientific Management revolution. What, Exactly, is Productivity? A Framework for Knowledge Worker Effectiveness...



Reviews

A really wonderful ebook with perfect and lucid answers. It is rally interesting through looking at period of time. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Gustave Moore

Merely no words and phrases to spell out. It is actually writter in basic words and phrases instead of difficult to understand. Your way of life span will probably be enhance as soon as you complete reading this article ebook. -- Lauren Quitzon

DMCA Notice | Terms