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## **Capitale Intellettuale, chi era costui? (Italian Edition)** Arduino Mancini

Che cosa significa, per un'impresa, seguire un indirizzo strategico basato sulla conoscenza e sulla sua trasformazione in valore? L'organizzazione della conoscenza valorizza le persone, è aperta alla contaminazione da parte dell'ambiente, protegge (anche legalmente) la conoscenza che le può garantire un vantaggio competitivo, trasforma il sapere individuale in conoscenza distribuita, si concentra su quello che non conosce piuttosto che su quello che sa, è consapevole dell'importanza delle relazioni con i Clienti, valorizza i Fornitori, progetta Alleanze, cura costantemente efficacia ed efficienza dei processi di gestione. Questo libro ha lo scopo di offrire al Lettore un quadro sintetico dei temi proposti attraverso una struttura comune a tutti i capitoli e finalizzata a mettere il Lettore a contatto con casi specifici: una breve trattazione del tema sarà seguita da un articolo o un'intervista che si richiama alla pratica gestione del Capitale Intellettuale. Non mancheranno esempi di costruzione e formulazione di indicatori, utili alla gestione e al controllo della performance aziendale.

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