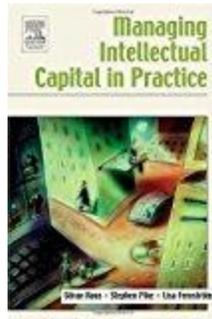


Managing Intellectual Capital in Practice by Lisa Fernstrom



[A Very Useful Book For Those Who Want To Improve The Management Of Intangibles In Their Organizations](#)

This book is the essential guide for managers wishing to implement the benefits of Intellectual Capital thinking in their companies or divisions. It serves as an easily accessible introduction to the subject area for the novice, giving the gist of what it is about and how it has developed, but above all it gives hands-on instructions on how to incorporate intellectual capital thinking in everyday business and how to use the tools provided for the management and measurement of intangible resources.

Throughout the main part of the book, three different cases in separate boxes run in parallel with the body text. These are introduced in chapter 2 and illustrate how the tools are to be used, depending on what type of company wishes to implement these ideas. The three case companies are characterised as a manufacturing company, an R&D organisation and a network company. Smaller case stories about well-known global companies are also interspersed throughout the book.

*Practical, hands-on instructions on how to use and grow intellectual capital in an organization.

*Göran Roos is an Internationally recognised expert in the field of intellectual capital.

*Written in an accessible style that managers can relate to their daily work

My Personal Review:

Roos and his team have succeeded in extracting the value of working with the IC framework in real life company examples. The book demonstrates

how a structured and analytical approach to various managerial and strategic challenges can be the key to make considerable improvements both in financial and non-financial performance of the company. The theoretical foundations are solid and without match in the contemporary IC management literature, which will certainly satisfy even the most demanding reader. On the other hand, the basic IC concepts and their application give a comprehensive picture even to the beginner and an incentive to apply them in real life.

The book demonstrates that the IC theory has moved to a new era: once strongly research driven, the IC framework has made a breakthrough as a powerful management concept. Highly recommended to anybody who is interested in getting to the core of value creation and management!

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