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Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 232 x 156 mm. Language: English . Brand New Book ***** Print on Demand *****.The world s economy has been transformed from a twentieth-century materials-based economy to the Age of the Knowledge-Based Economy - and the currency of this realm is ideas, imagination, creativity, and knowledge. According The World Bank, 80 of the developed world s wealth now resides in human capital. Perhaps President Ronald Reagan said it best in his address to Moscow State University on May 31, 1988: Like a chrysalis, we re emerging from the economy of the Industrial Revolution - an economy confined and limited by the Earth s physical resources - into, as one economist titled his book, the economy in mind, in which there are no bounds on human imagination and the freedom to create is the most precious natural resource. Written by Ronald Baker and Ed Kless, hosts of The Soul of Enterprise: Business in the Knowledge Economy, the popular radio show on Voice America s Business Channel, The Soul of Enterprise: Dialogues on Business in the Knowledge Economy sounds the clarion call that organizations can no longer ignore this seismic shift that has occurred in the economy since 1959. The Soul of Enterprise introduces the three components of Intellectual Capital - human capital, social capital, and structural capital - and how to leverage them to create wealth in today s economy, by revealing: The physical fallacy - why wealth no longer consists of tangible things, but of ideas, imagination and knowledge from human minds The best learning tool ever invented: After Action Reviews Why Frederick Taylor and the Scientific Management movement was a fraud and the wrong focus for knowledge workers The fact that effectiveness always and everywhere trumps efficiency The...

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