



# Intangible Assets and Value Creation

*Juergen H. Daum*

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## **Intangible Assets and Value Creation** Juergen H. Daum

With the use of practical in-depth case studies and interviews with leading experts in the field, this book analyses the key elements in value creation in the new age. It provides practical guidance to organisations that will allow them to migrate successfully into an economy that demands new business models.

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