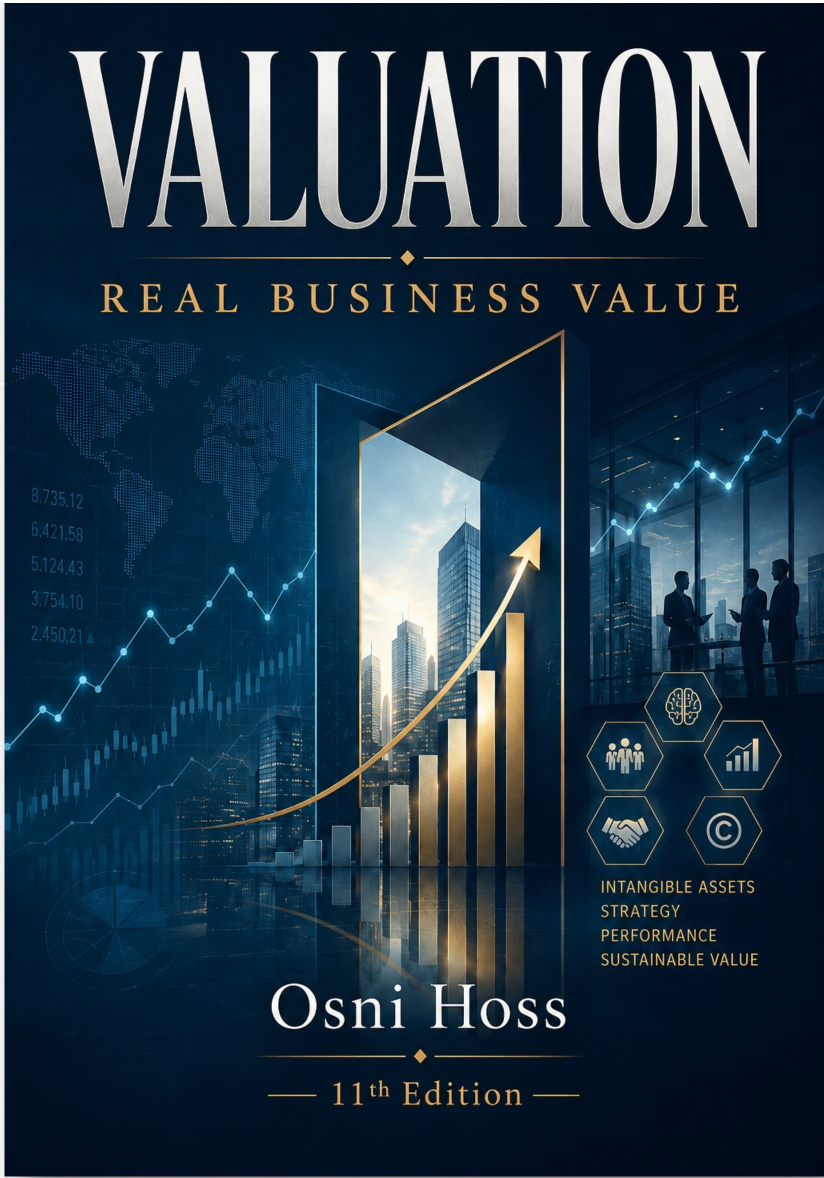
GROUPINGS

KNOWLEDGE ASSET



KNOWLEDGE ASSET GROUPINGS

To interpret the interdependence of knowledge assets

help the process of determining the real value of organizations

properly measure and manage the knowledge assets that add value and,

consequently, obtain a more accurate view of the company's value

Osni Hoss®
Professor PhD

GROUPINGS

- KNOWLEDGE ASSET

Kaplan, and Norton (1997) present a grouping in four perspectives: finance, customers, internal processes and learning and growth, known as the Balanced Scorecard (BSC).

As quatro perspectivas do BSC
Fonte: (KAPLAN; NORTON, 1997, p.10)

GROUPINGS

- KNOWLEDGE ASSET

Lev (2000)

Assets related to product innovation

Assets associated with a company's brand

Structural assets, which are not flashy innovations or new inventions

Monopolies

GROUPINGS

KNOWLEDGE ASSET

Human assets, related to the knowledge, skills, and experience of employees

Structural

Relationship assets

Innovation assets

Categorias do capital intelectual
Fonte: (BROOKING, 2002, p. 01)

GROUPINGS

VALUATION REAL BUSINESS VALUE METHOD