



# BOOKS WORTH READING

## Understanding The Intangibles Of Business

(NAPSA)—People, ideas, know-how, relationships, work process. In business, those things which are hardest to identify, sometimes weigh most heavily on profits and success.

According to authors Jonathan Low and Pam Cohen Kalafut, it's these intangible assets that drive a company's economic performance. In their new book, *Invisible Advantage* (Perseus Publishing, \$27.00), Low and Kalafut discuss how important intangibles have become in today's marketplace and how companies can begin to manage them.

The book provides examples of intangible management in action and reveals little-known insights about why such companies as McDonald's and Dell outpace their competitors. In addition, it identifies 12 intangibles—from corporate reputation to intellectual capital—that are vital to a company's future health.

Topics include:

- Why the volatility of the past decade has made execution of strategy more important than quality strategy.

- How brand equity can be managed to contribute to financial market value.

- Why reputation has grown in importance as a recruiting, marketing and financing tool.

- How “people are our most important asset” has become a

CAP GEMINI ERNST & YOUNG CENTER FOR BUSINESS INNOVATION

Jonathan Low / Pam Cohen Kalafut

INVISIBLE  
ADVANTAGE  
HOW INTANGIBLES  
ARE DRIVING  
BUSINESS  
PERFORMANCE

**A new book explains how “intangibles,” such as relationships between workers, may be just as vital to a company's success as the products it makes.**

popular CEO cliché—and why so few companies get it right.

Low and Kalafut say the book can serve as a tool managers can use to effectively compete in a world where companies must find ways to differentiate themselves from their competitors and where experiences and relationships can be more important than products.

For more information go to [www.perseuspublishing.com](http://www.perseuspublishing.com).