

<<估价技术>>

图书基本信息

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## 内容概要

Human genomics, proteomics, robotics, nanotechnology, fractals, ecoforming, global information networks, telemedicine - the list goes on and on. These are the exciting new sciences that will propel our next technology boom. Each creates value from novel, vast, and complex bodies of knowledge. Each demands an array of business models predicated on the knowledge economy, At present, only a handful of experts in their respective areas even understand these sciences; and only a fraction of these experts have either the inclination or the insight to create viable businesses from these knowledge-intensive technologies. The collapse of dot-com stock prices left the investment community wondering how they could have got Internet stock values so wrong. Yet relatively "simple" Internet technology pales next to the hyperintelligent computing, complex interactions, and enormous databases seen in genomics, proteomics, and other emerging technologies. This book identifies the four major trends in business and economics that are emerging in the knowledge economy, and describes how each has changed the simple accounting for wealth and value creation to a complex economics of knowledge. The last part of the book lays out the framework and challenges facing a new science of valuation for knowledge-intensive businesses that will help investors, managers and advisors separate the future giants of the knowledge economy from their failed contemporaries. 作者简介：Professor Westland graduated with a Ph.D. in Computers & Information Systems from the University of Michigan. Prior to joining academia, he was Database Manager and Corporate Security Management at Rockwell International, Dallas, USA. He has written two books – Global Electronic Commerce: Theory and Case Studies (Nov 1999, MIT Press) and Information Technology Risk: A Guide for Accountants and Auditors (forthcoming, Hong Kong Society of Accountants).

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