



Summary: Invisible Advantage - Jonathan Low and Pam Kalafut: How Intangibles Are Driving Business Performance

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Complete summary of Jonathan Low and Pam Kalafut's book: "Invisible Advantage: How Intangibles Are Driving Business Performance".

This summary of the ideas from Jonathan Low and Pam Kalafut's book "Invisible Advantage" explains how every business has intangible assets, such as customer loyalty or brand equity, which do not appear on financial statements but add significant value to your company. In their book, the authors demonstrate how these intangibles are the hardest aspects of your business for competitors to emulate, therefore making them all-important in the creation and maintenance of competitive edge. This summary shows the 12 drivers of the intangible economy and how you can measure and implement them in your business.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Invisible Advantage" and discover the key to using your intangible assets to boost your competitive advantage.

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