## CONTENTS

About the Author                                      v
The Journey                                            vii
Acknowledgements                                      ix
Departure                                              x

1  My Journey                                          1
   The smell of tar                                    2
   Intellectual futures                                5

2  The New Knowledge Economics                         17
   So long Adam Smith?                                 18
   The battle for thought leadership                   24
   Thought models                                      27
   Forget products; think knowledge recipes            30
   The intangible hand                                 32
   Markets in knowledge                                36
   Unseen wealth creators                              40

3  Changing the Nature of Value                       45
   What is valuable?                                   46
   The market in talent                                50
   The new power brokers                               55
   Putting a price on trust                            57
   Relationship capital                                61

4  Renaissance Perspectives                            67
   Renaissance accounting                              68
   The intangible gap                                  73
   New perspectives                                    77
   Navigating the future                               82
5 1+1 = 11
Where we might be going
Where we are
New shapes and metaphors
Creating intelligent enterprising
Holistic enterprising

6 Workplaces Fit for Knowledge Workers
Knowledge work spaces
Places with sense
Places with meaning

7 U-capital & l-commerce
Directions differ
Brain stress
Building identity assets

8 The Knowledge Innovation Dimension
Innovation perspectives
Innovation space
Innovating culture
Welcome aboard

9 Leading with a Compass
Leading the new generation
Refining navigational leadership
Shaping leadership perspectives
A knowledge leader tells a story

10 The Intellectual Wealth of Nations
The new wealth of nations
Taking stock of the world
Arrival

Index