

# The Soul of Enterprise: Dialogues on Business in the Knowledge Economy

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Dialogues on  
Business in the  
Knowledge Economy

The world's economy has been transformed from a twentieth-century materials-based economy to the Age of the Knowledge-Based Economy -- and the currency of this realm is ideas, imagination, creativity, and knowledge. According to The World Bank, 80% of the developed world's wealth now resides in human capital. Perhaps President Ronald Reagan said it best in his address to Moscow State University on May 31, 1988: Like a chrysalis, we are emerging from the economy of the Industrial Revolution -- an economy confined and limited by the Earth's physical resources -- into, as one economist titled his book, the economy in mind, in which there are no bounds on human imagination and the freedom to create is the most precious natural resource. Written by Ronald Baker and Ed Kless, hosts of The Soul of Enterprise: Business in the Knowledge Economy, the popular radio show on Voice America's Business Channel, The Soul of Enterprise: Dialogues on Business in the Knowledge Economy sounds the clarion call that organizations can no longer ignore this seismic shift that has occurred in the economy since 1959. The Soul of Enterprise introduces the three components of Intellectual Capital -- human capital, social capital, and structural capital -- and how to leverage them to create wealth in today's economy, by revealing:\*

- The physical fallacy -- why wealth no longer consists of tangible things, but of ideas, imagination and knowledge from human minds\*
- The best learning tool ever invented: After Action Reviews\*
- Why Frederick Taylor and the Scientific Management movement was a fraud and the wrong focus for knowledge workers\*
- The fact that effectiveness always and everywhere trumps efficiency\*
- The First Law of Pricing: All value is subjective\*
- The Second Law of Pricing: All prices are contextual\*
- The Morality of Markets:

Doing well and doing good\* Why your organization -- and you -- need to be driven by a higher purpose than profit  
The Soul of Enterprise will inspire and challenge readers to unlock the enormous financial and competitive power hidden in the intellectual capital of their organizations and knowledge workers.

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**The Soul of Enterprise Dialogues on Business in the Knowledge Economy** How Knowledge **Ronald J. Baker - VeraSage Institute** Ron started his CPA career in 1984 with KPMGs Private Business Advisory book, The Soul of Enterprise: Dialogues on Business in the Knowledge Economy, including The Firm of the Future, Pricing on Purpose, and The Soul of Enterprise: Dialogues on Business in the Knowledge Economy, co-authored with Ed **The Soul of Enterprise: Dialogues on Business in the Knowledge** Find helpful customer reviews and review ratings for The Soul of Enterprise: Dialogues on Business in the Knowledge Economy at . Read honest **[PDF] The Soul of Enterprise: Dialogues on Business in - Dailymotion** Find helpful customer reviews and review ratings for The Soul of Enterprise: Dialogues on Business in the Knowledge Economy at . Read honest **The Soul of Enterprise: Dialogues on Business in the Knowledge** Mar 1, 2015 Radio Talk-Show Host, The Soul of Enterprise at VoiceAmerica Talk Radio of Enterprise: Dialogues on Business in the Knowledge Economy **The Soul of Enterprise - Wright Accounting Blog** The Soul of Enterprise: Dialogues on Business in the Knowledge Economy eBook: Ronald Baker, Ed Kless, Andrew Fyfe, Greg Kyte: : Kindle **The Soul of Enterprise: Dialogues on Business in - Google Books** Tune in to The Soul of Enterprise, with Ron Baker and Ed Kless. The Soul of Enterprise: Dialogues on Business in the Knowledge Economy. \$20.00.  
**Personality Profiling: Helpful Or Hokum? - The Soul Of Enterprise** The Soul of Enterprise: Dialogues on Business in the Knowledge Economy [Ronald J Baker, Ed Kless] on . \*FREE\* shipping on qualifying offers. **The Soul of Enterprise Dialogues on Business in the Knowledge** show: The Soul of Enterprise: Business in the Knowledge Experience Economy (with Daniel Morris) Alternatives to the Federal Income Tax The Soul of Enterprise: Dialogues on Business in the Knowledge Economy, **The Soul of Enterprise: Business in the Knowledge Economy by The** This session will help you open a dialogue on pricing strategy. book The Soul of Enterprise: Dialogues on Business in the Knowledge Economy both with Ron **The Soul of Enterprise - CreateSpace** Tune in to The Soul of Enterprise, with Ron Baker and Ed Kless. We have First Class, Business Class and No Class We treat you like we treat your NPR

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