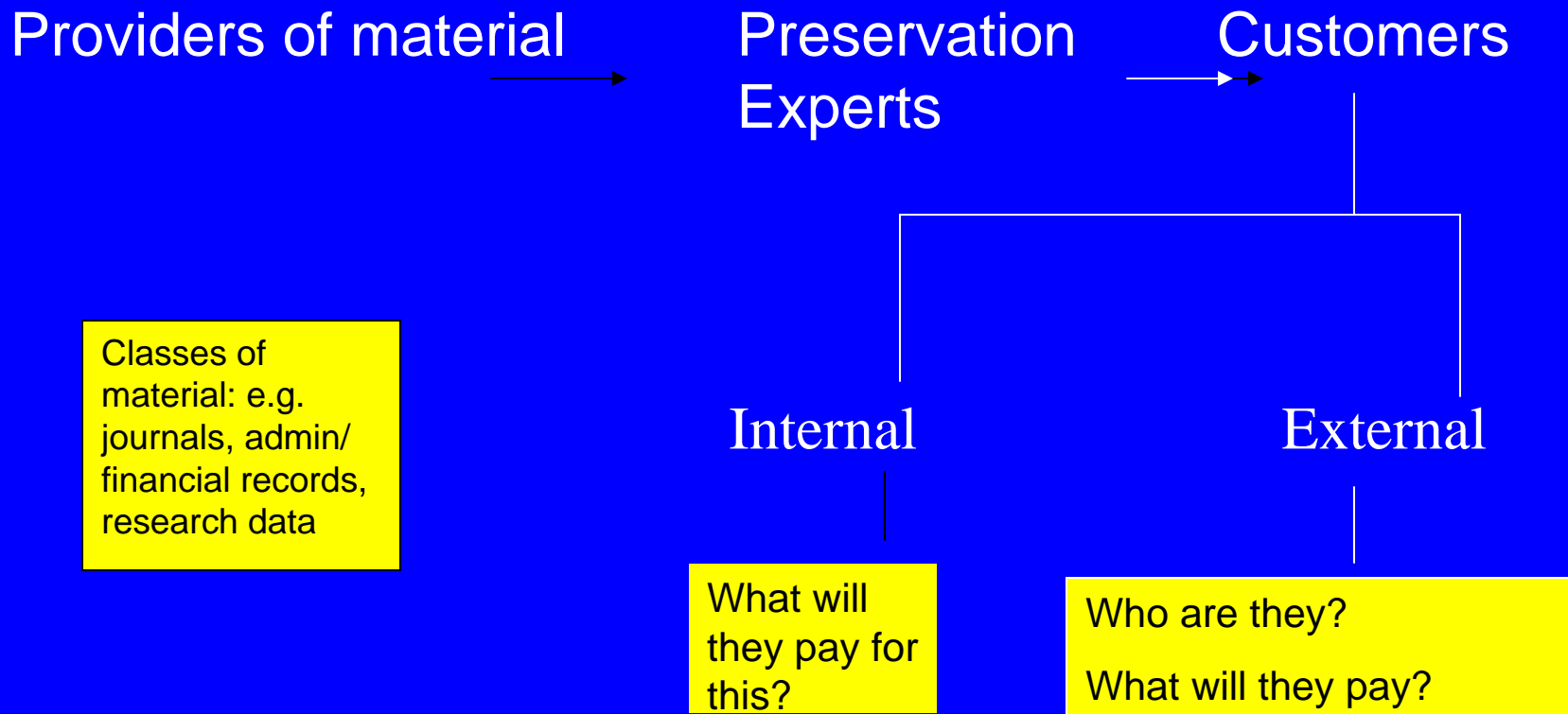


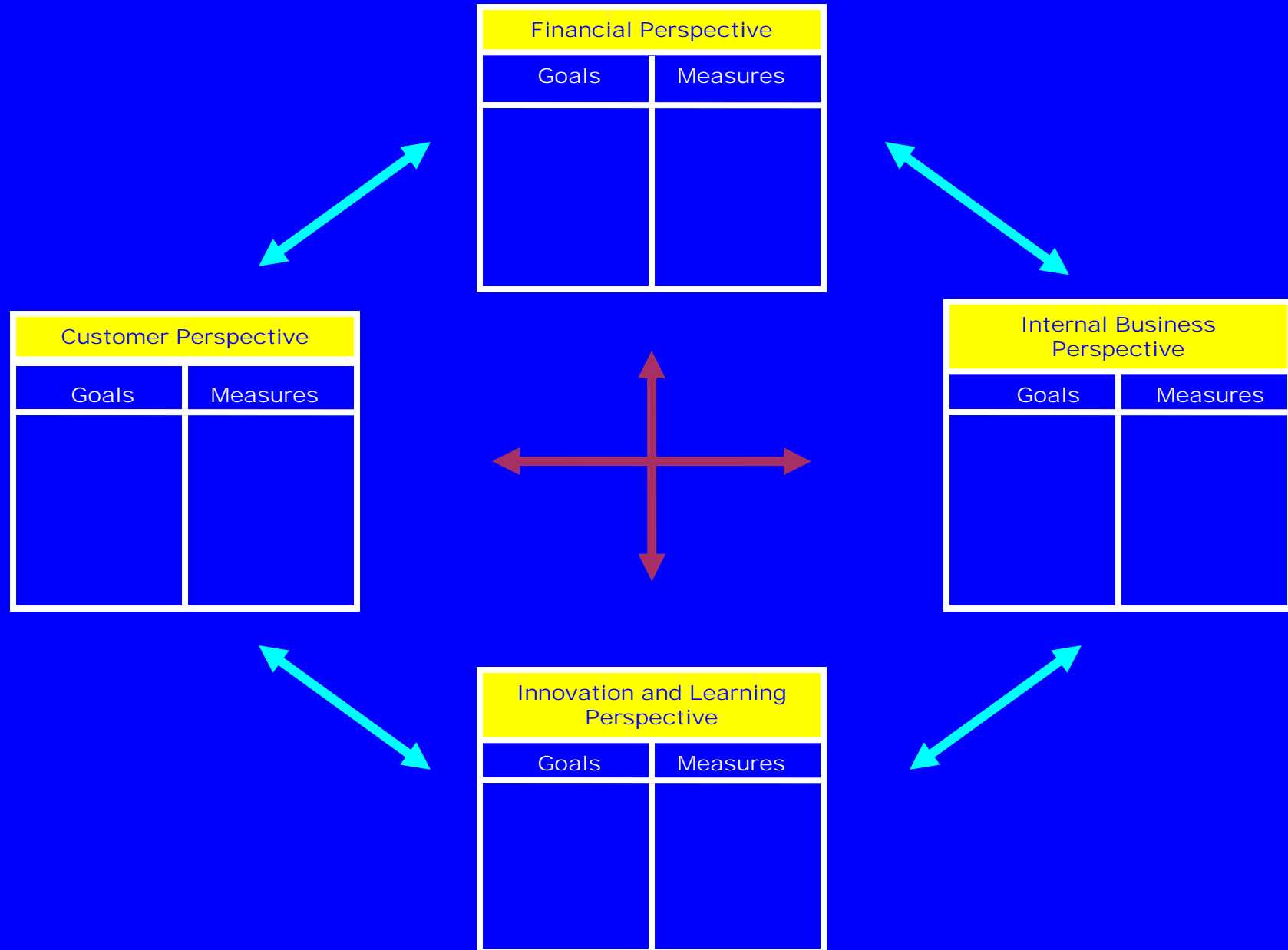
Types of Intangible Capital

- **Human capital** – assets in the form of knowledge, skills, competences of the labour force
- **Organisational capital** – assets embodied in organisational structures, procedures and routines (cf Dell and eBay)
- **Relational capital** – assets in the form of relationships with suppliers, customers, communities
- **Intellectual property** – patents, trademarks, designs, copyright, brands, mastheads, etc., providing protection for the interests of the owner, supported by legal measures to prevent infringement of owners' rights.

The Market for Preservation



Model Balanced Scorecard



Scorecard for Digital Preservation

