



**transforming
business
through IA**



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**Sometimes the most valuable things are the things you can't see
... and this is especially true when it comes to your business!**

Intangible Assets can make up over 80% of your business value – yet these are things which can't be seen and which seldom appear on a balance sheet. But they can hold the key to transforming your business.

Transforming Business through IA

– a major international congress taking place on:

27 & 28th September 2007 – SECC, Glasgow

This will give you the chance to find out how you can transform your business by hearing from international experts, examining success stories and exploring the policies and practices which can make a real difference to how your company works.

To find out more, visit: www.ia-centre.org.uk or telephone: **0141 243 4920**



Intellectual Assets Centre[®]
realising Scotland's potential



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Making it work together