Intellectual Capital as Competitiveness Factor in SME’s Manufacturing Industry in Guadalajara, Mexico

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EXECUTIVE SUMMARY

Knowledge society organizations are urged to move beyond traditional paradigms where the tangible capital is the main value of the organization. At present, companies that want to be competitive must commit to implementing an Intellectual Capital Strategy to generate synergies in the competitiveness of the enterprises. This study was developed in the manufacturing industry in Guadalajara, Mexico, to analyze the effects of Intellectual Capital as a competitiveness factor.

Keywords: Intellectual capital, Competitiveness, Manufacturing.