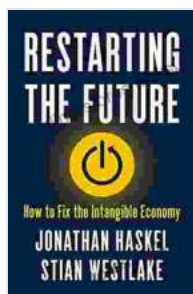


# How to Fix the Intangible Economy



## Restarting the Future: How to Fix the Intangible

**Economy** by Jonathan Haskel

★★★★★ 5 out of 5

Language : English  
File size : 5492 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 310 pages



The intangible economy is a rapidly growing part of the global economy. It is estimated that the intangible economy now accounts for over 70% of GDP in developed countries. The intangible economy is driven by the creation and exploitation of knowledge, creativity, and innovation. It includes industries such as software, pharmaceuticals, biotechnology, and entertainment.

The intangible economy has many benefits. It can lead to increased productivity, economic growth, and innovation. It can also create new jobs and improve the quality of life. However, the intangible economy also faces some challenges.

## Challenges Facing the Intangible Economy

One of the biggest challenges facing the intangible economy is the difficulty of measuring its value. Intangible assets, such as knowledge and creativity, are not easily quantified. This makes it difficult to track the progress of the intangible economy and to compare it to other sectors of the economy.

Another challenge facing the intangible economy is the lack of investment in research and development (R&D). R&D is essential for the creation of new knowledge and innovation. However, R&D is often underfunded in the intangible economy. This is because intangible assets are not as easily collateralized as tangible assets, such as land or buildings.

The intangible economy is also vulnerable to piracy and counterfeiting. This can lead to lost revenue for businesses and reduced incentives to innovate.

## **How to Fix the Intangible Economy**

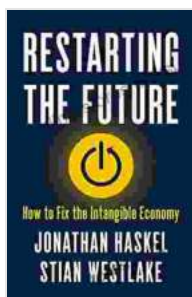
There are a number of things that can be done to address the challenges facing the intangible economy.

One important step is to improve the measurement of the intangible economy. This can be done by developing new metrics and by using existing data in new ways.

Another important step is to increase investment in R&D. This can be done by providing tax incentives for businesses that invest in R&D and by increasing government funding for R&D.

Finally, it is important to strengthen the protection of intellectual property rights. This can be done by enforcing existing laws and by creating new laws that protect intellectual property.

The intangible economy is a vital part of the global economy. It has the potential to drive economic growth, innovation, and job creation. However, the intangible economy faces a number of challenges. By addressing these challenges, we can help to ensure that the intangible economy continues to thrive and contribute to the well-being of society.

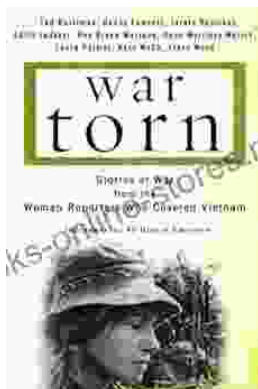


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