

## Executive summary (Supporting Investment in Knowledge Capital, Growth and Innovation)

Innovation is a key to business success, but where innovation comes from is changing. Today's firms are looking beyond research and development (R and D) to drive innovation. They invest in a wider range of intangible assets, such as data, software, patents, designs, new organisational processes and firm-specific skills. Together these non-physical assets make up knowledge-based capital (KBC).

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