Prior to beginning work on this discussion forum,

- Read the weekly lecture. (ATTACHED)
- Read the *DargeanGrix Business Scenario* (ATTACHED)
- Read the following: Intangible Assets: They're Not What You Think They Are - https://www.cfo.com/accounting/2016/07/intangible-assets-theyre-not-think/
- , *Intangible Values: The Building Blocks of Purpose - https://brm.institute/intangible-values/*
- , *28 Examples of Intangible Things - https://simplicable.com/new/intangible-things*
- , and Selling Intangibles: How to Sell What the Customer Can't See. - https://www.greenbiz.com/article/selling-intangibles-how-sell-what-customer-cant-see
- Read the Intangible Benefits - https://www.isixsigma.com/dictionary/intangible-benefits/
- While not required reading, the *An Intangible Example* - (ATTACHED)

In Week 1, you examined several perspectives on the concept of innovation and identified some of the areas of an organization in which opportunities for innovation were likely to exist. This week, consider the intangibles that are a part of every organization. After reviewing the *DargeanGrix Business Scenario* (ATTACHED) document, identify at least three intangible elements found in the scenario. Explain why you believe they are intangibles, and describe how you would go about assigning value to those elements. Your initial post should be a minimum of 300 words.