

A FRENCH SURVEY ON MANAGEMENT OF INTANGIBLE ASSETS

- 1. The content of the questionnaire**
- 2. The surveying process**

The content of the questionnaire

■ 3 items:

- Marketing and advertising
(8 questions)
- Innovation, research & development
(12 questions)
- Management of intellectual property
(22 questions)

The content of the questionnaire

- For each item
 - Kind of action e.g. marketing
 - Objectives media communication
 - Strategy launching new products
 - Allocated resource segmentation of the market
 - Efficiency Budget
 - Efficiency market share ↑ ?

The surveying process

Experimental survey for France

- Enterprise group as statistical unit (for group of more than 5 legal units)
- Preliminary survey to identify interlocutors

The surveying process

- Sample frame:
 - 2000 / 10 000 enterprise groups
 - 20 000 / 2 000 000 legal units
- Collection period:
 - October 2004 – March 2005
- Results mid-2005