

Table of contents

Foreword		
Acknowledgements		
Disclaimer		
Executive summary		
Chapter 1 Global value chains: the face of 21st-century international commerce		
1.1 Characterizing the growth of global value chains	5	
1.2 How global value chains are organized and governed	7	Chapter 3
1.3 What return accrues to intangible assets?	9	Photovoltaics: technological catch-up and competition in the global value chain
1.4 How intangible assets permeate global value chains	21	71
1.5 Concluding reflections	36	
Chapter 2 Coffee: how consumer choices are reshaping the global value chain		
2.1 The changing nature of the coffee value chain	43	
2.2 Intangible assets and value added	46	3.1 The evolution of the PV global value chain
2.3 Managing intangible assets in the coffee value chain	59	3.2 How do intangibles add value in the PV global value chain?
2.4 Conclusion	64	3.3 What is the role of IP in the PV industry?
		3.4 Conclusion
	22	21
	24	Chapter 4
	26	Smartphones: what's inside the box?
	30	95
	36	4.1 The smartphone global value chain
	43	4.2 Value capture along the smartphone value chain
	46	4.3 The role of intangible assets in value capture
	59	4.4 Perspectives on technological learning and intangibles
	64	104
		124
		133
		Acronyms
		134
		Technical notes