

## E2 Project and Relationship Management COURSE NOTES (for exams in 2017 and 2018)

07/2018

### Chapter 1b, Section 4.6, p. 39

The descriptions of asset specificity should be as follows:

There are six different types of asset specificity.

- (a) **Physical asset** specificity arises from unique physical properties, such as rare mineral deposits. It must be distinguished from dedicated assets (see below).
- (b) **Dedicated asset** specificity arises in a man-made asset that has only one application, such as the 'Guppy' aircraft built to ferry Airbus wings from the UK to France.
- (c) **Site** specificity arises from location: the airport kitchen we described earlier is a good example.
- (d) **Human asset** specificity arises from skills or knowledge that is relevant to the requirements of a single organisation.
- (e) **Temporal** specificity arises from an ability that is constrained to a given time, such as a landing slot at an airport.
- (f) **Brand name** specificity is **brand equity** that is not susceptible to **brand extension**: that is, the value of the brand will deteriorate if it is spread over too many products. Any well-known motor manufacturer's brand would be an example.