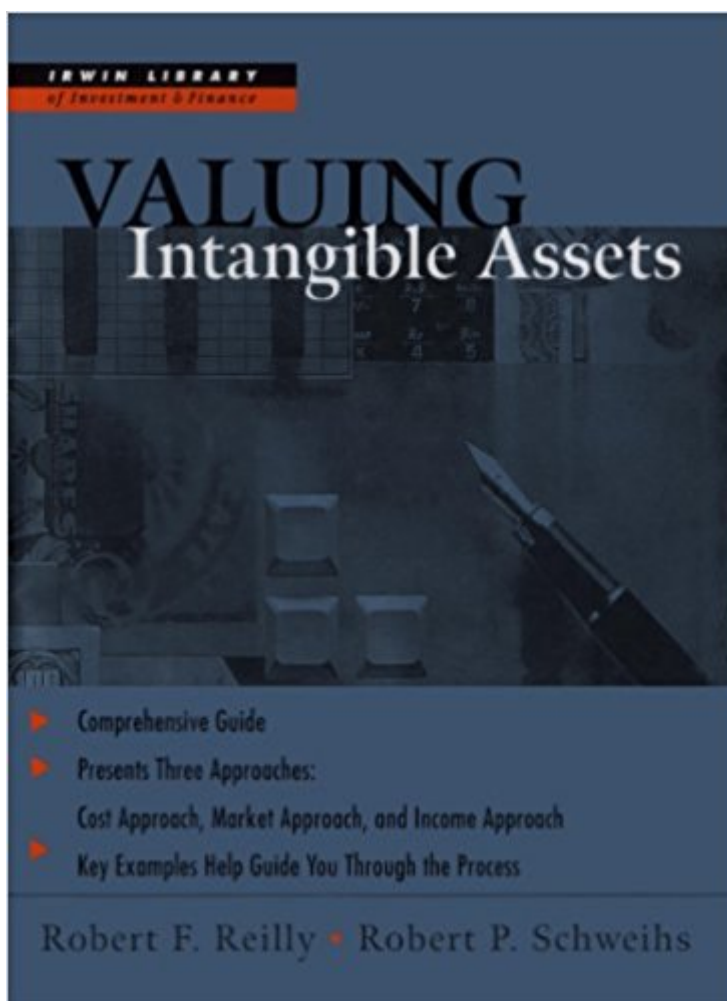


The book was found

Valuing Intangible Assets (McGraw-Hill Library Of Investment And Finance)



Synopsis

When partnerships change hands, the valuation of intangible assets can be a financial maze. This in-depth book, working through each of the basic valuation approaches: cost, market, and income, provides professionals with complete guidelines and industry standards. It's a must-have for financial analysts and attorneys!

Book Information

File Size: 71719 KB

Print Length: 518 pages

Publisher: McGraw-Hill Education; 1 edition (September 22, 1998)

Publication Date: September 22, 1998

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B00A15ZQMQ

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #545,576 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #126

in Books > Business & Money > Finance > Corporate Finance > Valuation #644 in Kindle Store > Kindle eBooks > Business & Money > Accounting #1458 in Kindle Store > Kindle eBooks > Business & Money > Finance

Customer Reviews

For those who are interested in the management of organizational knowledge and intangible assets, 'Valuing intangible assets' should prove to be highly practical. There are many knowledge management frameworks out there that assist business executive to manage their intangible assets (such as Sveiby's intangible asset monitor), the practical usage of these frameworks would be greatly enhanced by incorporating the valuation aspect of intangible assets. Reilly has provided a comprehensive illustration of both the 'scientific' & 'artistic' aspects of valuating intangible assets. 'Valuing Intangible Assets' is easy to read & loaded with useful examples, it is a rare one in the market.

Reilly is a good expert to quote in reports and to make sure you are within the bounds of professional literature.

A larger portion of the value of a company nowadays comes from Intangibles (brands, patents, workforce & related contracts, durable customers etc.). This holds true in several industry sectors. Measurement of intangibles is a fascinating subject, but until this book was published, there was no single body of knowledge available to guide the general reader, or a Valuation professional. You had to work in one of the reputed valuation firms to be exposed to the techniques. This book is by far the best practitioner-oriented Intangibles Valuation book I have come across. It is very comprehensive in terms of the topics it covers, and does a wonderful job of covering almost all intangibles of interest. Each chapter is written by a relevant expert, and this invariably leads to variations in quality and some lack of consistency. However, for the most part, it is very well written, and definitely worth the price it sells for.

This book is practical and easy to read, provided you know the basic principles of valuations. I would not recommend it as an introduction because it is burdened with too many details. It gives a systematic and thorough introduction to the subject. Do not expect to read this book and be able to do any complicated valuation on your own. However, you will be able to lead more informed discussions with appraisers AND with the tax authorities. You will also be able to review valuations by appraisers more critically and judge their quality or to assess in the preparation phase the relevance of information required.

Valuing Intangible AssetsI am management consultant whose practice area is Market Opportunity Analysis. This book is a wonderful reference for the client who holds important IP, brands, trademarks, or know-how, and seeks to have its value in the marketplace established. The writing is clear, well organized and the examples carefully chosen.

A great book for anyone or performs valuations of intangible assets or wants to learn how. I believe that this book will become to intangible valuation what Pratt's book is to business valuation.

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