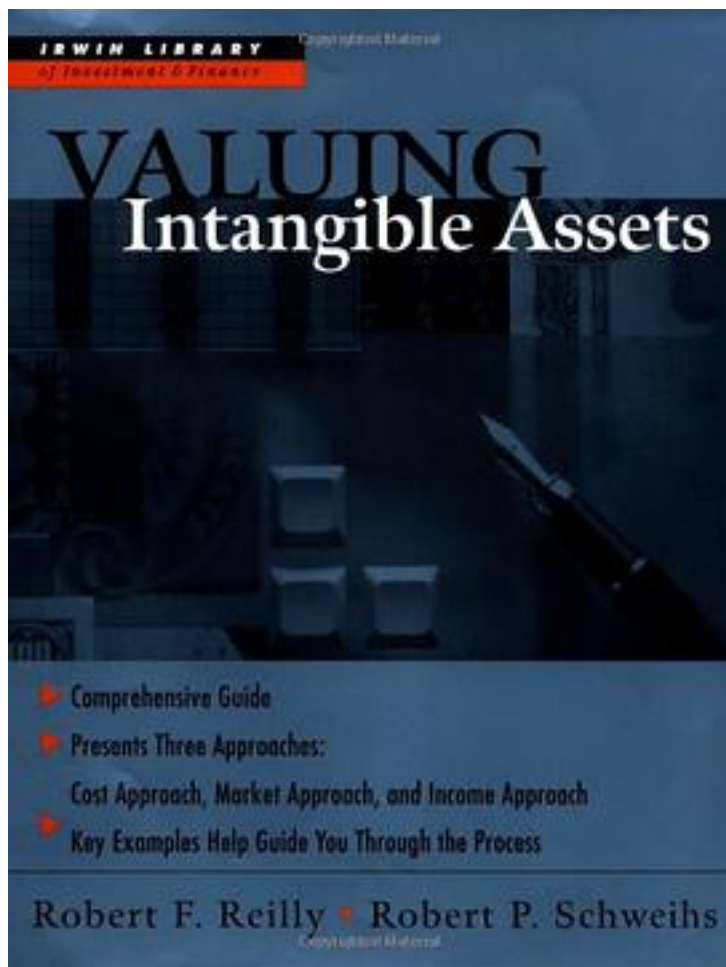


Valuing Intangible Assets



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This is the one-volume intangible valuation library - from trusted authorities Robert Reilly and Robert Schweih. Seen as a science by some professionals - as an art by

others - the accurate valuation of intangible assets can nonetheless be a daunting financial maze. In their latest comprehensive valuation resource, financial experts Robert F. Reilly and Robert P. Schweihs present in detail the theory and methodology associated with the identification, valuation, and economic analysis of intangible assets. "Valuing Intangible Assets" provides the necessary skills, judgment, and knowledge to truly understand the entire process of intangible valuation. Beginning with a general, fundamental overview of the topic, and building to more specific, advanced theories and practices, this essential book: clarifies the distinctions - and also the relationships - between tangible and intangible assets; works through each of the three basic valuation approaches - cost, market, and income - with guidelines to determine which is appropriate for a given situation; discusses remaining useful life analysis, transfer pricing analysis, and economic damages analysis; summarizes professional standards, including USPAP intangible asset valuation and reporting standards; introduces and describes specific types of intangibles - contract, copyright, goodwill, and more; and, provides entertaining and in-depth case studies to provide real-world application for concepts and activities.

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目录:

[Valuing Intangible Assets_ 下载链接1](#)

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