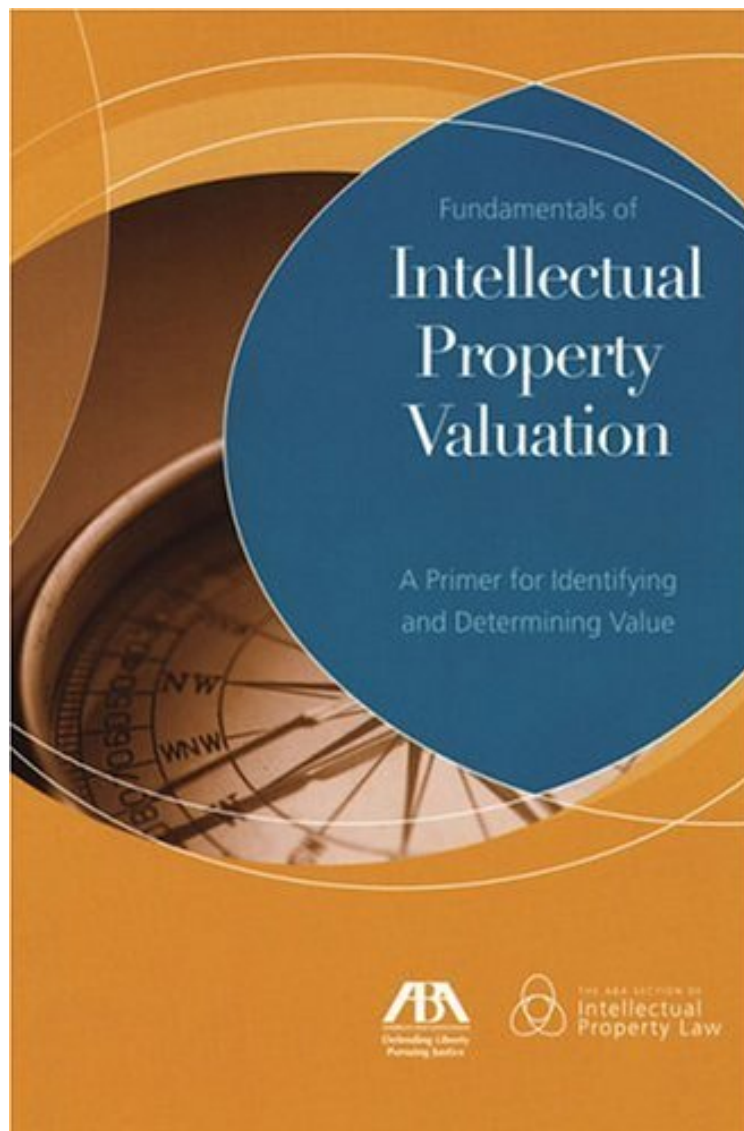


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Fundamentals of Intellectual Property Valuation: A Primer for Identifying and Determining Value

Wes Anson, Donna Suchy

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By NprfanA Great primer for anyone needing to understand the fundamentals of intellectual property valuation. Good information. Factual. Educational. This is a subject that is difficult to find quality information outside of a law firm or IP company. This book gives you that information to help you make an informed negotiation. Worth a read.
0 of 0 people found the following review helpful. Five Stars
By Marcelo de Melo Silva Very happy!!!
3 of 5 people found the following review helpful. Good but could be better
By J. R. M. Silva Excellent for identification and classification of IP as intangible assets. As it intends to be a primer: "a cornerstone for the building of knowledge" however, its resources for valuation are quite away from its primer self description. Some methodologies are explained in detail but they will not give the appraiser a secure basis to assume valuation jobs without further research or experience. Maybe a 2nd edition could dive into other fundamentals such as financial and market data mining, legal financial issues among others. JR Martins, head of Global Brands.

This primer, written by experts in the area, answers some of the most frequently asked questions about identifying the value of the primary types of intellectual property (IP) and other intangible assets. It also looks at the primary, traditional, and not-so-traditional methods of valuing these assets and includes definitions, glossary, case studies and situations where valuation is required.