

《无形资产》

图书基本信息

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内容概要

Praise for Intangible Assets "In Intangible Assets, Jeffrey Cohen presents an informative, thought--provoking and practical look at an increasingly important component of every business's worth. He describes the art and science of identifying assets that have clear economic benefit, but are typically not found on the balance sheet, and he provides an invaluable framework within which the reader can value these assets, despite their elusive nature." ----Rick Westervelt, President, Skylist, Inc. "Jeffrey Cohen's integrative approach to conceptual issues of intangible assets is creative and a refreshing contribution. He brings law, economics, finance, and accounting to the same table, which results in a comprehensive framework for understanding how value is created and sustained. His construct of a proto--assets and a portfolio of intangible economic benefits is key. Written in an easy--to--read style with many practical examples, this book will be useful for both novice and experienced professionals." ----W. Dana Northcut, PhD, Adjunct Associate Professor of Accounting Graduate School of Business, University of Chicago Principal, Chicago Partners, LLC "This volume is the perfect resource for newcomers to IP valuation. Through lucid explanations and well--chosen illustrations, it does for the reader exactly what a valuation expert should do for a client----it makes the abstract concrete. But this volume is not just for the novice; it holds insights that will be useful to IP experts in law, accounting, and economics." ----Edward F. Malone, Partner, Jenner & Block LLP

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精彩短评

1、基础知识点到为止，需要完备案例补充

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