



# Guide to Intangible Asset Valuation

*Robert F. Reilly, Robert P. Schweih*

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With clarity and precision the authors lay out the critical process that leads you through the description, identification and valuation of intangible assets. This book helps you:

- Describe the basic types of intangible assets
- Find and identify intangible assets
- Provide guidelines for valuing those assets

The *Guide to Intangible Asset Valuation* delivers matchless knowledge to intellectual property experts in law, accounting, and economics. This indispensable reference focuses strictly on intangible assets which are of particular interest to valuation professionals, bankruptcy experts and litigation lawyers.

Through illustrative examples and clear modeling, this book makes abstract concepts come to life to help you deliver strong and accurate valuations.

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