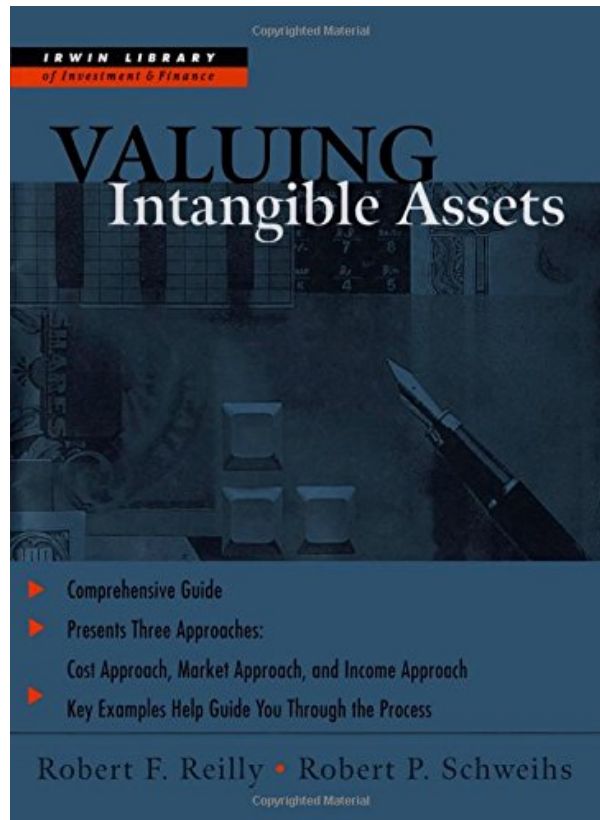
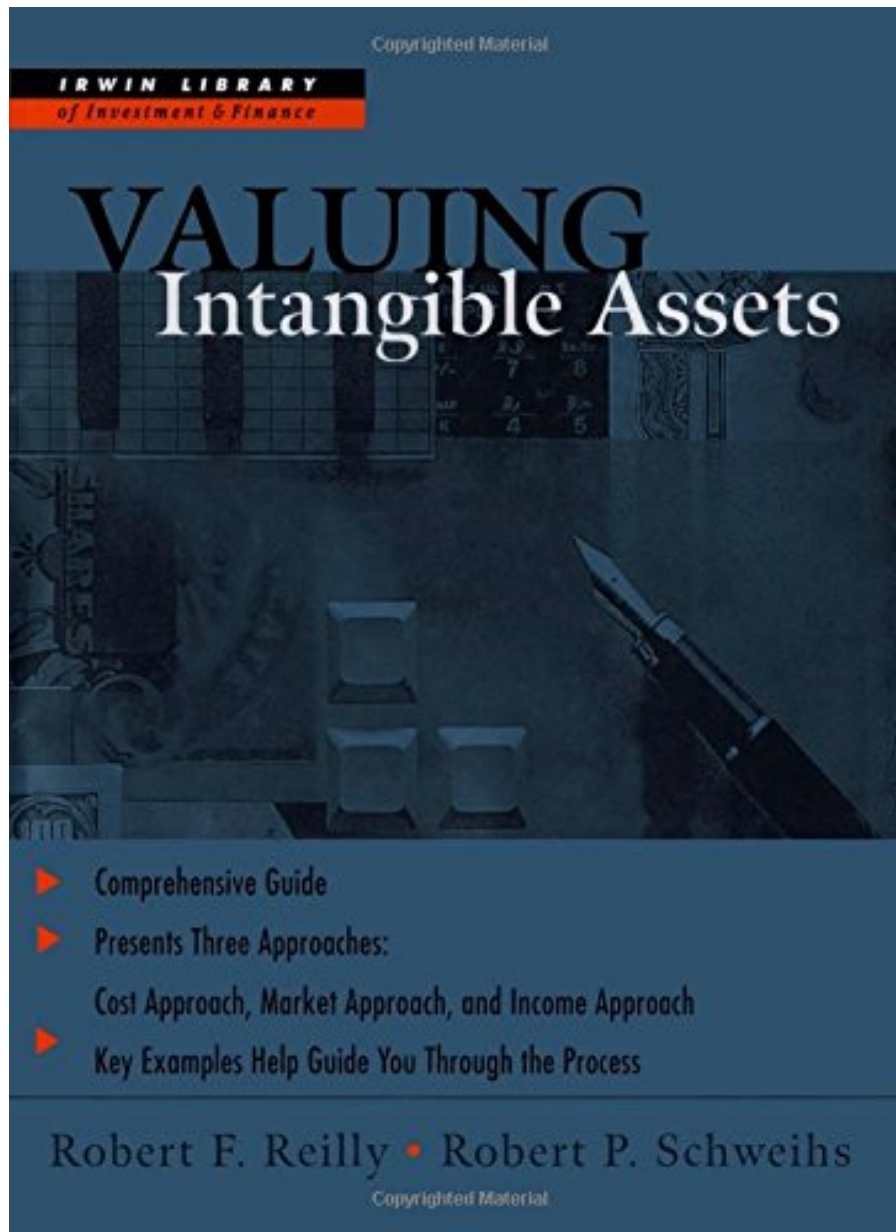


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The one-volume intangible valuation library--from trusted authorities Robert Reilly and Robert Schweihs. Seen as a science by some professionals--as an art by others--the accurate valuation of intangible assets can nonetheless be a daunting financial 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; provides entertaining and in-depth case studies to provide real-world application for concepts and activities

## About the Author

Robert F. Reilly and Robert P. Schweihs are managing directors of Willamette Management Associates, and accredited senior appraisers of the American Society of Appraisers (certified in business valuation). They are coauthors of a number of highly regarded valuation books, including *Valuing a Business*, *Valuing Small Businesses and Professional Practices*, and *Valuing Professional Practices*. They are also coeditors of *Financial Valuation: Businesses and Business Interests, 1997 Update*. Mr. Reilly is a certified review appraiser, and a state certified affiliate of the Appraisal Institute. As an appraiser and economist, he is often called upon to testify in domestic and international courts regarding the valuation of intangible assets, businesses, and business interests, and regarding various economic damages issues. Mr. Schweihs currently serves as a Trustee of The Appraisal Foundation and as a member of the Industry Advisory Council of The Appraisal Foundation. He, too, is often called upon to testify as an expert witness in contested valuation and economic analysis matters.

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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!

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