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INTANGIBLES: MANAGEMENT, MEASUREMENT, AND REPORTING



Brookings Institution Press. Paperback. Book Condition: New. Paperback. 231 pages. Dimensions: 8.9in. x 5.9in. x 0.6in.This book is the first comprehensive, scientifically based study of the nature and impact of intangibles. Weaving case studies and real-world examples with contemporary business theory, Baruch Lev establishes an economic framework to analyze managerial and investment issues concerning intangibles; - surveys the impact of intangibles on corporate performance and market values, including management difficulties, risk, questions of property rights, marketability, and cost structure;...

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- Authored by Baruch Lev
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