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Intangibles: Management, Measurement, and Reporting

By Baruch Lev

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; - analyzes information deficiencies associated with intangibles, including the major economic principles governing intangible investments, limits of management information systems, and recommendations for improved accounting disclosure; - sets forth a comprehensive information system aimed at satisfying the needs of both internal and external decision makers to reflect the impact and value of intangibles within the context of enterprise performance. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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