



Intangibles: Management, Measurement, and Reporting (Hardback)

By Baruch Lev

BROOKINGS INSTITUTION, United States, 2001. Hardback. Book Condition: New. 223 x 157 mm. Language: English . Brand New Book. 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.

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Reviews

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-- **Otis Wisoky**

This publication is great. It is full of wisdom and knowledge. You will not really feel monotony at any time of the time (that's what catalogs are for relating to when you ask me).

-- **Dr. Everett Dicki DDS**