



Intangible Finance Standards: Advances in Fundamental Analysis and Technical Analysis

Ken Standfield

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This book asserts that intangibles create financial transactions, not vice versa. It offers distinct, reproducible methods of valuing intangibles in intangible forms, with associated and meaningful financial values. It also presents new management frameworks in which all forms of intangibles can be classified, measured, managed, and reported.

*A practical, hands-on guide to a new approach to valuing intangibles

*Progresses from simple to complex, using case studies that begin with short simple cases and progress to comprehensive real-life case studies

*Highlights the distinction between what is currently required by law and what is not required but will give firms a competitive edge

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