



# Trademark Valuation: A Tool for Brand Management (The Wiley Finance Series)

*Gordon V. Smith, Susan M. Richey*

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The *Second Edition* of *Trademark Valuation* is a fresh presentation of basic valuation principles, together with important recent changes in worldwide financial reporting regulations and an update on the current worldwide legal conditions and litigation situation as they relate to trademarks.

A new section discussing issues surrounding valuation of counterfeits and the economic effects of trademark counterfeiting is included in this informative *Second Edition*.

- Considers methods to determine the real value of your trademark and exploit its full potential
- Offers dozens of case studies that illustrate how to apply valuation methods and strategies to real-world situations
- Communicates complex legal and financial concepts, terms, principles, and practices in plain English
- Discusses GATT, NAFTA, emerging markets, and other international trademark considerations

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