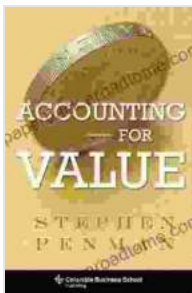


Accounting For Value: The Definitive Guide to Measuring and Managing Intangibles

In today's knowledge economy, intangibles are more important than ever before. But how do you measure and manage these assets?

Accounting For Value provides the definitive guide to measuring and managing intangibles. Written by leading experts in the field, this book offers a comprehensive framework for understanding and valuing intangibles, and provides practical tools and techniques for managing them effectively.



Accounting for Value (Columbia Business School Publishing)

★★★★☆ 4.7 out of 5

Language	: English
File size	: 13880 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 266 pages



Accounting For Value is divided into three parts:

- **Part I: The Foundations of Intangible Value** introduces the concepts of intangibles and value, and provides a framework for understanding how intangibles contribute to organizational performance.

- **Part II: Measuring Intangible Value** provides a comprehensive overview of the methods and techniques used to measure intangibles. This part of the book covers both financial and non-financial measures of intangibles, and provides guidance on how to choose the right measures for your organization.
- **Part III: Managing Intangible Value** provides practical advice on how to manage intangibles effectively. This part of the book covers topics such as intangible asset management, intangible risk management, and intangible value creation.

Accounting For Value is an essential resource for anyone who wants to understand and manage intangibles. This book provides a comprehensive framework for understanding and valuing intangibles, and provides practical tools and techniques for managing them effectively.

Praise for Accounting For Value

"Accounting For Value is the definitive guide to measuring and managing intangibles. This book provides a comprehensive framework for understanding and valuing intangibles, and provides practical tools and techniques for managing them effectively." - **Robert S. Kaplan, Professor of Accounting, Harvard Business School**

"Accounting For Value is a must-read for anyone who wants to understand and manage intangibles. This book provides a comprehensive framework for understanding and valuing intangibles, and provides practical tools and techniques for managing them effectively." - **David P. Norton, Professor of Business Administration, Harvard Business School**

About the Authors

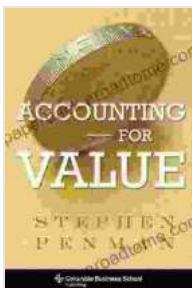
Robert S. Kaplan is the Marvin Bower Professor of Leadership Development at Harvard Business School. He is the co-author of the bestselling book, The Balanced Scorecard.

David P. Norton is the Professor of Business Administration at Harvard Business School. He is the co-author of the bestselling book, The Balanced Scorecard.

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