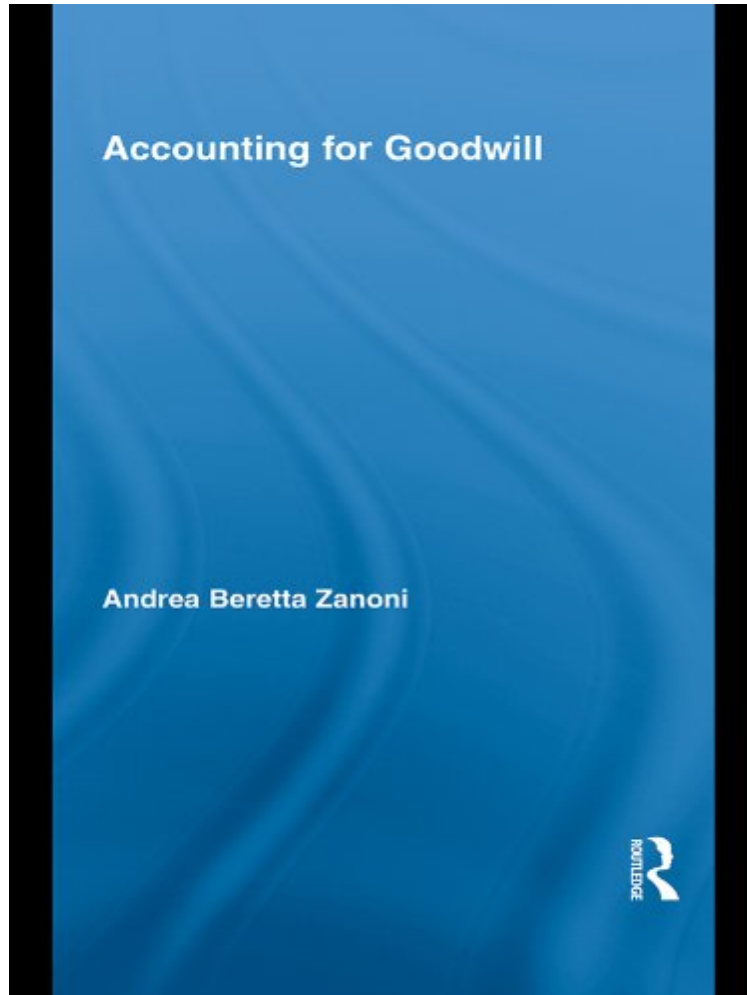


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## Accounting for Goodwill (Routledge Studies in Accounting)

*Andrea Beretta Zanoni*

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**Andrea Beretta Zanoni : Accounting for Goodwill (Routledge Studies in Accounting)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Accounting for Goodwill (Routledge Studies in Accounting):

This book provides an illuminating analysis of Internally Generated Goodwill from a strategic point of view. The author launches his strategic analysis from a foundational understanding of Internally Generated Goodwill as determined largely in relationship to intangible resources and competitive differentials. Arguing that intangible resources are at the origin of competitive differential--and accordingly at the origin of the achievement of economic profit--the author shows how Internally Generated Goodwill can be considered as the economic expression of competitive differentials and, therefore, as the expression of the greater firm's value that originates from those

differentials. In addition to offering this innovative theoretical framework, the author develops a variety of practical tools for generating value estimates and value breakdowns of IIG. The masterful analysis provided here focuses on developing methods for identifying the elements that compose IIG and on achieving an accurate estimate of its value, ultimately seeking to evaluate the limitations and advantages of the existing variety of approaches to analyzing the constituent parts of IIG and to devise accounting practices that will help academics and professionals alike to obtain more significant and lucid results.

Given the increasing amount of intellectual capital at Fortune 500 firms, it is important to understand how to value these types of assets that are not capitalized in accordance with Generally Accepted Accounting Principles when determining the valuation of a company. Zanoni shows us how to value such assets and how these assets explain competitive differentials. Kathleen Rupley (Portland State University, USA) About the Author Born in Milan in 1966, Andrea Beretta Zanoni is Full Professor of Business Economics and Business Strategy at the University of Verona. His studies are mainly focused on business strategy, intangible resources and goodwill and, dealing with these items, he has written several books and articles. He is member of AIDEA (Accademia Italiana di Economia Aziendale), of Strategic Management Society, of the European Corporate Governance Institute and of CISEPS (Center for Interdisciplinary Studies in Economics, Psychology and Social Sciences) of the University of Milan Bicocca. He has taken part as key speaker to several Italian and international conferences