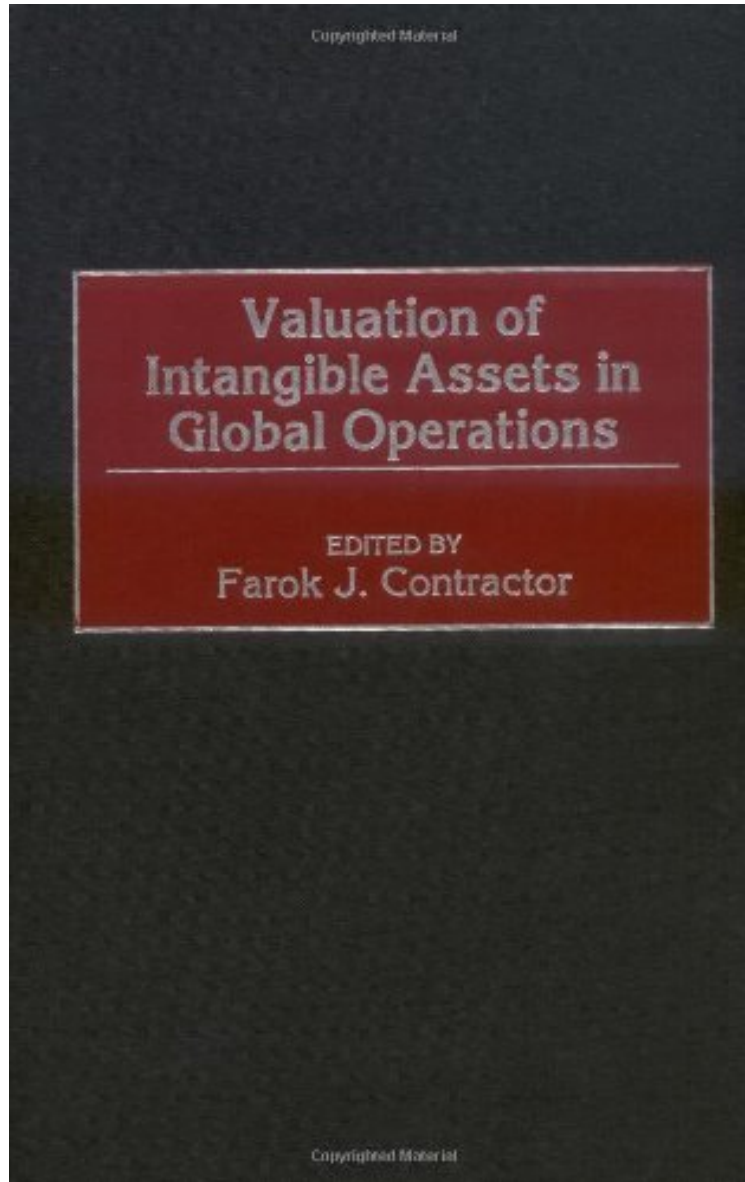


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# Valuation of Intangible Assets in Global Operations

*Farok J. Contractor*

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The valuation of intangible assets has become a central issue in the practice of management. When companies undertake alliances or licensing agreements, effect mergers, sell or purchase brands, or evaluate RD projects, a key

issue is how each party puts a financial value on the intangible contribution. Valuations also have a tax implication, particularly in transnational operations. The contributors, including academics from five nations and expert practitioners from leading accounting and consulting companies, cover intellectual property strategy of global firms, valuation of human capital, and valuation techniques for the transfer or sale of brands, licenses, and other intangible assets. In addition, the contributors address the special needs of the software and pharmaceutical sectors in separate chapters. This book includes tools, metrics, and models that are of interest to academics as well as global executives. Recommended for valuation experts, scholars, international tax specialists, executives (especially those involved in alliance negotiations, brand equity, mergers and acquisitions, divestitures, and intellectual property management), and officials in such supranational institutions as the EU, OECD, UNCTAD, WTO, IMF, and World Bank.

About the Author FAROK J. CONTRACTOR is Professor of International Business at the Graduate School of Management, Rutgers University. Dr. Contractor has accumulated 20 years of experience as an academic, consultant, and corporate executive. His expertise lies in international operations, finance, and investment by global companies. A Fellow of the Academy of International Business, he is President of the International Division of the Academy of Management in 2000-2001.