

The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications

By Gabriela Salinas

Download now

Read Online

The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications By Gabriela Salinas

The International Brand Valuation Manual is a detailed and extensive review of the main brand valuation models. The book reveals the state of the art in the field of brand valuation and coherently relates major trends in the theory and practice of brand valuation. This “one-stop” source is for valuation professionals as well as financial and marketing specialists who need to have an understanding of the principal valuation methods. Salinas also analyses the respective efficacy, advantages, disadvantages, and prospects for the future for each method.

The book:

- Provides a thorough overview of all the tools available for the brand valuation practitioner.

- Offers an informed view on which methodologies are most suitable for different types of applications, and explains why.

- Acts as an all-in-one source of reference for specialists who advise clients on which methodology to employ, or who are considering adopting one themselves.

- Features case studies and examples from Guinness, PwC, Rolls-Royce, Santander, Shell, Telefonica, Unilever, BMW, Hanson Trust, Cadbury-Schweppes, Kellogg, Coco-Cola, Mercedes, Rolex, among others.

Gabriella Salinas is the Global Brand Manager at Deloitte Touche Tohmatsu, Madrid, Spain.

Download The International Brand Valuation Manual: A comple ...pdf

Read Online The International Brand Valuation Manual: A comp ...pdf

The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications

By Gabriela Salinas

The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications By Gabriela Salinas

The International Brand Valuation Manual is a detailed and extensive review of the main brand valuation models. The book reveals the state of the art in the field of brand valuation and coherently relates major trends in the theory and practice of brand valuation. This “one-stop” source is for valuation professionals as well as financial and marketing specialists who need to have an understanding of the principal valuation methods. Salinas also analyses the respective efficacy, advantages, disadvantages, and prospects for the future for each method.

The book:

- Provides a thorough overview of all the tools available for the brand valuation practitioner.

- Offers an informed view on which methodologies are most suitable for different types of applications, and explains why.

- Acts as an all-in-one source of reference for specialists who advise clients on which methodology to employ, or who are considering adopting one themselves.

- Features case studies and examples from Guinness, PwC, Rolls-Royce, Santander, Shell, Telefonica, Unilever, BMW, Hanson Trust, Cadbury-Schweppes, Kellogg, Coco-Cola, Mercedes, Rolex, among others.

Gabriella Salinas is the Global Brand Manager at Deloitte Touche Tohmatsu, Madrid, Spain.

The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications By Gabriela Salinas Bibliography

- Sales Rank: #1407025 in Books
- Published on: 2009-09-15
- Original language: English
- Number of items: 1
- Dimensions: 8.98" h x 1.22" w x 6.36" l, 1.72 pounds
- Binding: Hardcover
- 448 pages

Download The International Brand Valuation Manual: A comple ...pdf

Read Online The International Brand Valuation Manual: A comp ...pdf

Download and Read Free Online The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications By Gabriela Salinas

Editorial Review

From the Inside Flap
This book provides:

- *A thorough overview of all the tools available for the brand valuation practitioner:* As a “brand valuation manual”, the book provides precise tools for practitioners to implement different valuation approaches in real practice. It offers extensive coverage of a vast range of brand valuation methodologies and providers that exist in the market in order to provide guidelines for the practitioner when he needs to implement different methodologies.
- *An in-depth analysis of a broad myriad of methodologies, which allows practitioners to understand potential flaws and pitfalls derived from the application of such methods:* It is crucial that specialists be familiar with their options before advising clients on which methodology to employ, or adopting one themselves.
- *A “one-stop” source of reference to solve practical implementation doubts for the practitioner:* The book constitutes a reliable “one-stop” reference book, that could efficiently and meaningfully introduce all valuation professionals to the various methods developed and practiced all over the world
- *An informed view on the appropriate usage and suitability of each methodology in relation to different types of applications:* Currently, with the issue of the new IFRS3, it is essential to understand the advantages, disadvantages and suitability of different methods in order to estimate fair value.

From the Back Cover
This work of reference represents a remarkably complete, detailed and extensive review of the main brand valuation models, accurately depicting the state of the art in the field of brand valuation and coherently relating major trends in the theory and practice thereof. It serves as a “one-stop” source for valuation professionals as well as financial and marketing specialists, acquainting them with the principal valuation methods developed and practiced by various providers, and providing careful considerations of their respective efficacy, advantages, disadvantages, and prospects for the future.

"Brand valuation is one of the most difficult and challenging topics in branding. Gabriela Salinas should be congratulated for providing a thoroughly comprehensive and up-to-date treatment of the subject that will be extremely helpful to both practitioners and academics alike."
Kevin Lane Keller, E.B. Osborn Professor of Marketing, Tuck School of Business at Dartmouth, author of Strategic Brand Management

"It was high time for someone to provide a general, clear and complete vision of the increasing number of brand valuation methodologies. I am delighted to have such a precise and detailed review written by Gabriela Salinas"
Tim Ambler, Senior Fellow, Marketing Department, London Business School

"This book of Gabriela Salinas is, undoubtedly, the best book on brand valuation. It contains a remarkable review of the most popular methods and pervasive theories on the subject. With extreme clarity, it reveals the limitations of different approaches and suggests improvements for all of them"
Pablo Fernández, Professor of Finance, IESE Business School

“Gabriela Salinas has neatly compiled all pertinent information on brand metrics and valuation, and

presented us with a comprehensive synopsis of the critical issues in the field of brand valuation today. Managers and specialists alike will find her work intelligent, methodical, and easy to understand and use."
Don Schultz, Professor of Integrated Marketing Communication, Medill School of Journalism, Northwestern University

"This work is an impressive mix of marketing and finance, and one of the most comprehensive reviews that I have seen on the topic of brand valuation"…
Aswath Damodaran, Professor of Finance and David Margolis Teaching Fellow at the Stern School of Business at New York University

The International Brand Valuation Manual by Gabriela Salinas is a detailed worldwide overview of valuation methodologies. She sees considerable growth but little consistency. She finds the "royalty Savings" method "the one that presents the fewest weaknesses relative to others, even though said weaknesses are not small nor minor." She says that "one of the greatest sources of conflict" is in choosing discount rates. She concludes that the vast majority of valuation specialists views the choice of a discount rate as more of an art than a science, and therefore uses various mechanisms to reflect the brand-specific risk in the discount rate. The book is a worthwhile read for anyone interested in brand valuation.
Shannon Pratt, CEO, Shannon Pratt Valuations, Inc.

About the Author
Gabriela Salinas has a very uncommon professional profile, with deep understanding of strategic, accounting, financial and marketing issues, that has earned her a reputation as one of the world leading experts in the field of brand valuation.

As Global Brand Manager of Deloitte Touche Tohmatsu, she advises internal and external clients on brand valuation and evaluation related issues. She has a broad international experience, having worked in New York, Buenos Aires, Singapore, London and Madrid for clients such as Bank of America, Repsol YPF, Telefónica, Terra Networks, Bausch & Lomb, Johnson & Johnson, Roca, GM and Great Eastern Life and other international companies on projects involving brand evaluation, brand architecture, brand positioning and brand valuation projects.

Early in her career she specialized in corporate valuation, receiving a Master in Corporate Finance and lecturing on "Valuation of Financial Assets". Later on, she focused on the valuation of intangible assets, developing a sound professional career in the field. As she enjoys the academic work, she led several research projects on the field and is now teaching "Brand Valuation" at the Institute of Intangible Assets in Spain.

She is now a member of the international initiative for the standardization of brand valuation methodologies, ISO/PC 231 International Committee and of the Brand and Valuation Committees of the Institute of Analysis of Intangible Assets.

Users Review

From reader reviews:

Jimmy Borrelli:

What do you think about book? It is just for students since they're still students or that for all people in the world, the actual best subject for that? Just you can be answered for that issue above. Every person has

distinct personality and hobby for every other. Don't to be obligated someone or something that they don't wish do that. You must know how great along with important the book The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications. All type of book can you see on many solutions. You can look for the internet sources or other social media.

Ray Goodrow:

Nowadays reading books be a little more than want or need but also be a life style. This reading routine give you lot of advantages. Associate programs you got of course the knowledge the rest of the information inside the book in which improve your knowledge and information. The knowledge you get based on what kind of book you read, if you want attract knowledge just go with education and learning books but if you want sense happy read one using theme for entertaining like comic or novel. The particular The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications is kind of guide which is giving the reader unstable experience.

Anna Bailey:

The reserve with title The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications includes a lot of information that you can find out it. You can get a lot of gain after read this book. This book exist new know-how the information that exist in this book represented the condition of the world at this point. That is important to yo7u to understand how the improvement of the world. That book will bring you within new era of the internationalization. You can read the e-book on your own smart phone, so you can read this anywhere you want.

Walter Pyle:

Reserve is one of source of understanding. We can add our information from it. Not only for students but in addition native or citizen have to have book to know the update information of year for you to year. As we know those publications have many advantages. Beside we add our knowledge, can bring us to around the world. From the book The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications we can acquire more advantage. Don't one to be creative people? Being creative person must choose to read a book. Just simply choose the best book that suitable with your aim. Don't possibly be doubt to change your life with that book The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications. You can more appealing than now.

Download and Read Online The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications By Gabriela Salinas

#HIZY2CQPG5D

Read The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications By Gabriela Salinas for online ebook

The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications By Gabriela Salinas Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications By Gabriela Salinas books to read online.

Online The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications By Gabriela Salinas ebook PDF download

The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications By Gabriela Salinas Doc

The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications By Gabriela Salinas Mobipocket

The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications By Gabriela Salinas EPub