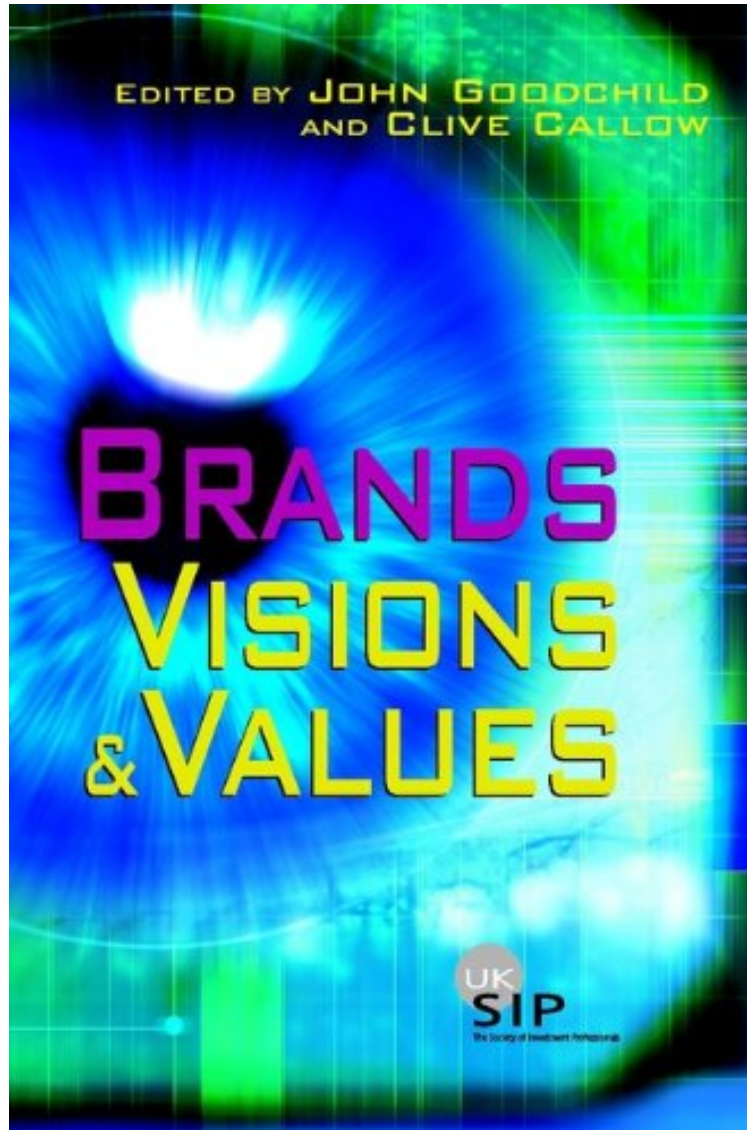


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A multifaceted perspective on building and managing brand value Brand identity has never been as crucial to company survival as it is in today's customer-centered new economy. As much as sixty percent of a company's market capitalization is tied up in its brand name. Yet, according to a recent survey of finance directors at leading firms in the

United States and abroad, fewer than thirty percent of those surveyed believed that brands were their organization's most valuable asset after people. A book that will be of vital interest to senior managers and investors, *Brands: Visions and Values* makes an important contribution to the rapidly expanding discourse on brand value. It takes a timely look at the value of brand to a company from the perspectives of the accountant, the marketer, the analyst and the legal expert. Its comprehensive, multi-dimensional coverage of all aspects of building and managing brand value makes this a standout book in a market brimming with books on branding. John Goodchild (London, UK) and Clive Callow (London, UK) are both associates at Keith, Bayley, and Rogers and are editors of *Professional Investor* magazine.

"hellip;this book belongs on the shelves of every image-dependent organisationhellip;Your reward at the endhellip;the ultimate story of successful media hypehellip;" (Accounting Technician, March 2003)From the Inside FlapIn recent years, accelerated by the advent of the Internet, brand value has become intertwined with the success of a business. Indeed, often the primary reason for an acquisition will be the brand name and market penetration that the name brings. This book features contributions by respected authorities on the role of brands, from a legal, accounting, investment and corporate perspective. The book contains a diverse series of opinions and perspectives, and features contributions on the following subjects: * The Role of Brands in Business * The Accounting Perspective * Internet Branding: Brave New World?From the Back CoverIn the past the value of any company lay principally in its tangible assets, such as stock, plant and property. Over recent years this has changed considerably and a large proportion of the market capitalisation of any company is now likely to consist of intangible assets, such as its brand name. The value of names like Coca Cola, Microsoft, BMW and IBM is immense. However, although analysts and accountants are aware of the value of brands, many company managers still underestimate the importance of their brand. Careful management of a company's brand and reputation has become essential to its success. It takes time and effort to build a successful brand but this can become tarnished in days, with consequential damage to the value of the company. *Brands: Visions and Values* features contributions from leading experts on brands, ranging from the image that brands convey to their valuation. This book is a clear and informative look at the importance of brands to corporations and their investors.