

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

By Gabriela Salinas



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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.

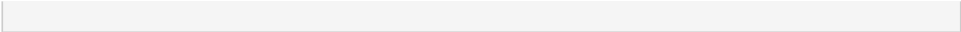
Gabriella Salinas is the Global Brand Manager at Deloitte Touche Tohmatsu, Madrid, Spain.



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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:

Jessica Hodgkins:

The ability that you get from The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications may be the more deep you excavating the

information that hide into the words the more you get serious about reading it. It does not mean that this book is hard to recognise but The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications giving you buzz feeling of reading. The writer conveys their point in specific way that can be understood through anyone who read the idea because the author of this guide is well-known enough. This kind of book also makes your current vocabulary increase well. It is therefore easy to understand then can go with you, both in printed or e-book style are available. We propose you for having this The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications instantly.

Alfred Greenwell:

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Maria Forshee:

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Luz Cox:

What is your hobby? Have you heard that question when you got college students? We believe that that question was given by teacher with their students. Many kinds of hobby, Everyone has different hobby. So you know that little person just like reading or as examining become their hobby. You should know that reading is very important and book as to be the factor. Book is important thing to incorporate you knowledge, except your teacher or lecturer. You discover good news or update with regards to something by book. Numerous books that can you decide to try be your object. One of them is The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications.

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