



# Intangible Assets in Business Valuation, with Emphasis on Real Options Approach (Paperback)

By Selcuk Kocak

GRIN Verlag, Germany, 2013. Paperback. Book Condition: New. Auflage.. 203 x 147 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Master s Thesis from the year 2005 in the subject Business economics - Banking, Stock Exchanges, Insurance, Accounting, grade: B, University of Applied Sciences Berlin, 26 entries in the bibliography, language: English, abstract: The change in the economy in the 20th century is more towards an economy based on ideas, away from the matter based economy of earlier times. The emphasis has shifted from natural resources to thought, ideas, design and organization11 Services replaced the importance of manufacturing. Contractor 2001, names this overall change as a de-materialization of the economy and quantifies the significance of the change by pointing out that by the end of the twentieth century 79 percent of jobs and 76 percent of the GNP in the United States were in the service sector. This change wasn t visible only in the US. European and Emerging nations did also portray similar trends. In 1969 Tobin introduced a new ratio called Tobin s q Ratio12, which have been a great influence on the valuation/measure of intangible components of enterprises. Having a look at the example...



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