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Brand valuation — Requirements for monetary brand valuation

*Evaluation d'une marque — Exigences pour l'évaluation monétaire
d'une marque*



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Foreword

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ISO 10668 was prepared by Project Committee ISO/PC 231, *Brand valuation*.

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Introduction

Intangible assets are recognized as highly valued properties. Arguably the most valuable but least understood intangible assets are brands. However, reliable values need to be placed on brands. This International Standard provides a consistent, reliable approach to brand valuation, including financial, behavioural and legal aspects.