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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The main task of technical committees is to prepare International Standards. Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

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