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.
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.

FEATURES

• A rigorous, state of the art overview of the field of brand valuation from the Global Brand Manager of Deloitte Touche.

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