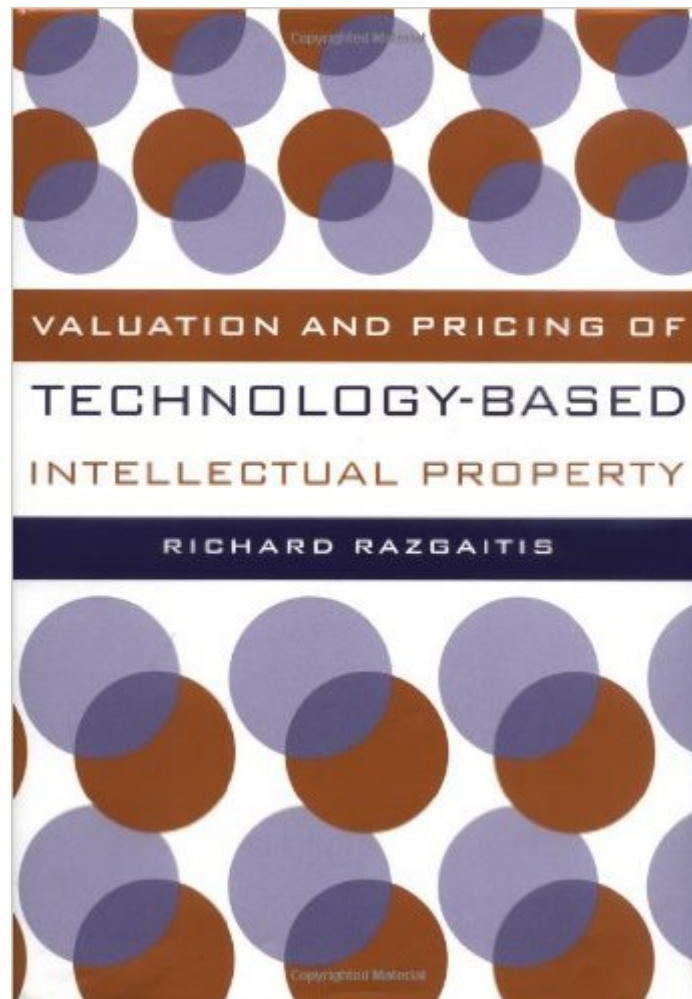


The book was found

Valuation And Pricing Of Technology-Based Intellectual Property



Synopsis

Are you looking for a comprehensive approach to determining the future of new technologies based on technology rights, risk assignment, the art of deal-making, and deal economics? This indispensable tool provides you with complete coverage of the issues, methods, and art of valuing and pricing early-stage technologies including backgrounds in the core concepts, sources of value, methods of valuation, equity realizations, and negotiation strategies--all based on the author's real-world experiences. Order your copy today!

Book Information

Hardcover: 384 pages

Publisher: Wiley; 1 edition (April 25, 2003)

Language: English

ISBN-10: 047125049X

ISBN-13: 978-0471250494

Product Dimensions: 7.3 x 1.3 x 10.3 inches

Shipping Weight: 1.8 pounds

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #675,685 in Books (See Top 100 in Books) #48 in [Books > Business & Money > Management & Leadership > Pricing](#) #371 in [Books > Law > Intellectual Property](#) #4454 in [Books > Science & Math > Technology](#)

Customer Reviews

Dr. Razgaitis has tackled an area that contains the most difficult question facing professionals and intellectual property owners - how to value and price embryonic technology. In recent years many have attempted to educate us on the subject of valuing intellectual property. Complex financial theories and spread-sheet models emerged, especially during the e-business bubble as some strove to explain the unexplainable valuations of enterprises whose only assets were intangible. Dr. Razgaitis obviously knows and understands the theories, but doesn't let the reader escape into flights of fancy, instead bringing one back to earth gently, sometimes with humor, sometimes with real-life anecdotes. This book allows the reader to seek information to a depth that he or she wishes. As an example, the Monte Carlo technique is presented in all its complexity for those willing and able to study it. At the same time, mathematically challenged readers can still come away with an understanding of what is going on. The author is skilled in clearly explaining complexities and the many well designed charts and tables greatly assist the reader. These are just some of the features

that set this book apart and give it a strong practical value to all of those who create and exploit technology assets, and to those who advise them. Anyone in those roles should have this book within easy reach.

Dr. Razgaitis has achieved an excellent job in illustrating most types of market-practiced methods in the valuation & pricing of tech-based intellectual property. He has done it not just in a coherent manner, but also with a touch of humourous & philosophical elements, which makes the book a surprisingly enjoyable read. Despite the fact that each valuation methods has different, or even diverse, characteristics, Dr. Razgaitis managed to clearly present how each method can be practically applied in various situations, and how these methods can be jointly applied to solve business problems. He has skillfully provided knowledge & guidelines for readers to come up with their own judgement regarding what methods to be applied in various real-world situations, rather than promoting a particular method as the 'silver bullet', like some other authors may attempt to do; this is refreshing & pragmatic as technology valuation is both art & science. The references of the book are also highly valuable, as they provides good pointers to resources that would enable readers to practice the methods.

Good book. Useful in many practical situations not just in a classroom.

[Download to continue reading...](#)

Valuation and Pricing of Technology-Based Intellectual Property Valuation and Dealmaking of Technology-Based Intellectual Property: Principles, Methods and Tools The No.1 Property Investing Tips From Top UK Property Experts: Their Best Kept Secrets You Need to Know to Accelerate Your Investing Success (Property Success Series) Rental Property Investing Success: How to Successfully Invest In Rental Property Using Other People's Money (Real Estate, Managing, Passive Income, Rental Property) God and Juggernaut: Iran's Intellectual Encounter With Modernity (Modern Intellectual and Political History of the Middle East) Bank Valuation and Value-Based Management: Deposit and Loan Pricing, Performance Evaluation, and Risk Management (McGraw-Hill Finance & Investing) Licensing, Selling and Finance in the Pharmaceutical and Healthcare Industries: The Commercialization of Intellectual Property Intellectual Property Rights Management: Rookies, Dealers and Strategists Choreographing Copyright: Race, Gender, and Intellectual Property Rights in American Dance Intellectual Property (Quick Study: Law) Investment Banking: Valuation, Leveraged Buyouts, and Mergers and Acquisitions + Valuation Models Business Valuation for Business Owners: Master a Valuation Report, Find the Perfect Business

Appraiser and Save Your Company from the Looming Disasters That You Don't Yet Know About
Valuation Workbook: Step-by-Step Exercises and Tests to Help You Master Valuation Valuation
Workbook: Step-by-Step Exercises and Tests to Help You Master Valuation + WS (Wiley Finance)
Income Property Valuation The Worth of Goods: Valuation and Pricing in the Economy Graphic
Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing &
Ethical Guidelines) Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing
Innovation for Profitability RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling
2013 (Means Contractor's Pricing Guide: Residential & Remodeling Costs) RSMeans Contractor's
Pricing Guide: Residential Repair & Remodeling 2014 (RSMeans Contractor's Pricing Guide:
Residential Repair & Remodeling Costs)

[Dmca](#)