Sources of information on valuing brands and intangible assets

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Articles

CIMA Insight articles are available to both CIMA members and non-members on the CIMA website www.cimaglobal.com/insight


CIMA members can obtain articles on this topic from the Business Source Corporate database which can be found in the Professional Development section of the CIMA website.


Haigh, David. "Keep the brand united". Accountancy Age, 21/07/2005, p. 16.


Books


Keller, Kevin Lane. 2007. Strategic brand management. Pearson Education (US)


Tollington, Tony. 2002. Brand assets. Chichester: John Wiley and Sons

Websites

An article “Intangibles and IFRS3: seen but not heard?” by Thayne Forbes, posted 8th February 2008 can be found in the Financial Reporting Zone of Accounting Web. www.accountingweb.co.uk

The article “Brand valuation: what it means and why it matters” by David Haigh can be viewed on the Brand Finance website. (There is a link to the article in the bottom left hand corner of the screen.) www.brandfinance.com