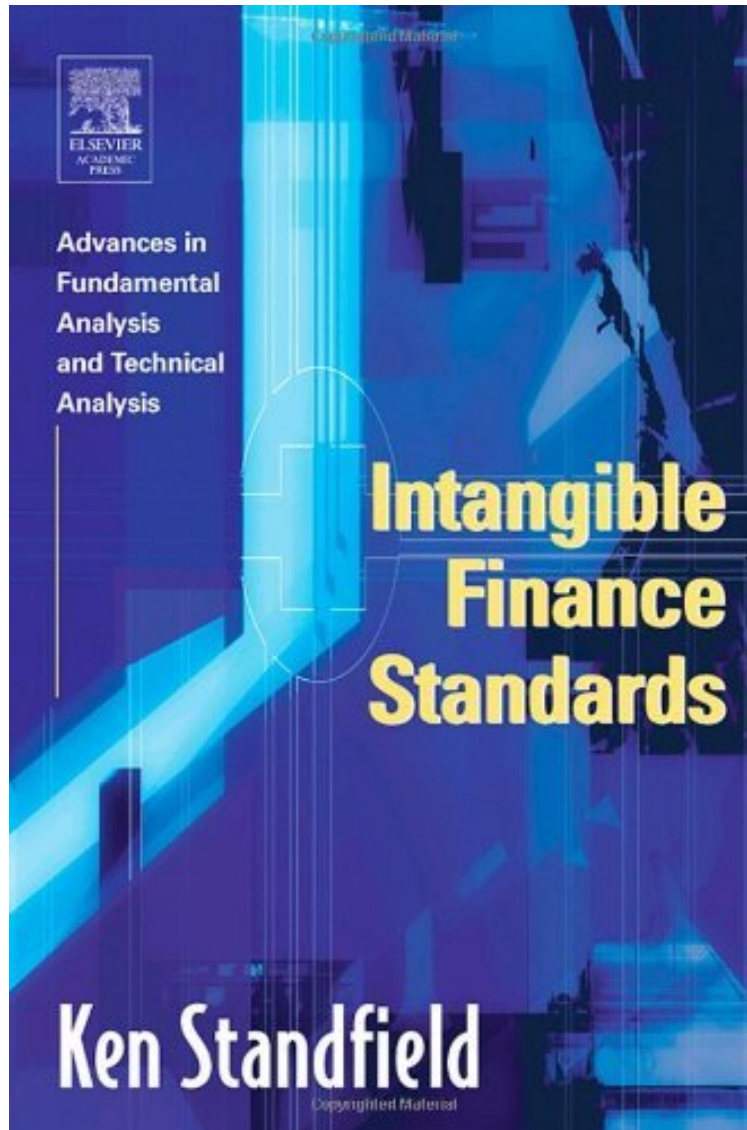


# Intangible Finance Standards: Advances in Fundamental Analysis and Technical Analysis

*Ken Standfield*

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**Ken Standfield : Intangible Finance Standards: Advances in Fundamental Analysis and Technical Analysis** before purchasing it in order to gage whether or not it would be worth my time, and all praised Intangible Finance Standards: Advances in Fundamental Analysis and Technical Analysis:

This book asserts that intangibles create financial transactions, not vice versa. It offers distinct, reproducible methods

of valuing intangibles in intangible forms, with associated and meaningful financial values. It also presents new management frameworks in which all forms of intangibles can be classified, measured, managed, and reported.\*A practical, hands-on guide to a new approach to valuing intangibles\*Progresses from simple to complex, using case studies that begin with short simple cases and progress to comprehensive real-life case studies\*Highlights the distinction between what is currently required by law and what is not required but will give firms a competitive edge

"Dr Standfield's work is thorough, systematic and integrative. It synthesizes an innovative methodology which aims to solve a fundamental issue in the knowledge era related to valuation. Dr Standfield has been a leading light in the fields of knowledge management, intellectual capital, and intangible management for many years. The work he has presented pushes the envelope beyond what any other practitioner, or researcher, in these fields has been able to develop." -- Nick Bontis, PhD. Professor of Knowledge Management, McMaster University, Director, Institute for Intellectual Capital Research Inc. Canada. "There has been a substantial amount of 'accounting bashing' in the literature on intangibles and intellectual capital. Here, for the first time, is a comprehensive set of standards that link actual operational activities to actual accounting results as expressed in conventional financial statements - a complementary system to traditional financial reporting. The result is the long awaited system, underpinned by standards, that allows accounting performance to be explained by the value drivers (intangibles) that creates it." -- Per Nikolaj Bukh PhD, BDO Professor, Department of Accounting, The Aarhus School of Business, Denmark "Dr Standfield is the new Management genius of our time and will be as profound to management science as Einstein was to Physics." -- Wayne Larkin, Chairman, of Technology Information Management Marketing Services, Sydney, Australia "Dr. Ken Standfield has once again added to the eminent need for a new mapping measurement and accounting standards of intangibles. Intangible Finance Standards is an impressive work full of valuable distinctions, details and strategic directions to overcome the today's dominance of management anorexia that leads to wealth impairment. It highlights, for example, nanotime productivity and artificial employment versus burst of time to avoid lost of productivity of our most important strategic assets. It proposes several ways to standards and certification that will regain the trust for our future as an asset." -- Professor Leif Edvinsson, the world's first Director of Intellectual Capital; the world's first holder of professorship of Intellectual Capital Lund University, Sweden, author of the international best selling book - Intellectual Capital "In the Knowledge Economy, traditional "flat-world" accounting cannot deal with knowledge - it's value, importance, or true worth. The current accounting debates regarding intangibles will never be solved by using old methods, models, and practices. The only solution is a completely new, but complementary, approach. Intangible Finance Standards: Advances in Fundamental Analysis Technical Analysis has that new, required, approach. Ken Standfield is clearly on the bleeding-edge of a very important revolution in thinking in the accounting, management, and leadership professions. He is helping to open up new horizons of understanding on the hows and whys of intangibles in the Knowledge Based Economy, something that is essential for all executives and managers to know, understand, and apply. His book details the international standard for financially valuing and reporting intangibles in a way that can be easily understood and practically applied by investors and business leaders to create responsible and sustainable short-term and long-term financial gains." -- Charles Savage, Author of 5th Generation Management and CEO of Knowledge Era Enterprises, USA and Germany "I am very impressed that Intangible Management is solidly anchored in more than a decade's worth of multidisciplinary research and development. Intangibles have never been made more visible." -- Dr. Arif Nun, Senior Vice President, Multimedia Development Corporation (MDC), Malaysia From the Back Cover Business/Finance Intangible Finance Standards Advances in Fundamental Analysis and Technical Analysis Ken Standfield "Dr. Standfield's work is thorough, systematic and integrative and he has been a leading light in the fields of knowledge management, intellectual capital, and intangible management for many years. The work he has presented pushes the envelope beyond what any other practitioner, or researcher, in these fields has been able to develop." Nick Bontis, Ph.D., Professor of Knowledge Management, McMaster University, Director, Institute for Intellectual Capital Research Inc. Canada "Here, for the first time, is the long awaited system, underpinned by standards, that allows accounting performance to be explained by the value drivers (intangibles) that creates it." Professor Per Nikolaj Bukh Ph.D., BDO, Professor, Department of Accounting, The Aarhus School of Business, Denmark "Dr. Ken Standfield has once again met the urgent need for new mapping, measurement, and accounting standards for intangibles. Intangible Finance Standards is an impressive work full of valuable distinctions, details and strategic directions to overcome the management anorexia so prevalent today that leads to wealth impairment. It highlights, for example, nanotime productivity and artificial employment versus burst of time to avoid lost of productivity of our most important strategic assets. " Professor Leif Edvinsson, the world's first Director of Intellectual Capital; the world's first holder of professorship of Intellectual Capital Lund University, Sweden, author of the international best selling book - Intellectual Capital "hellip; Ken Standfield is clearly on the bleeding-edge of a very important revolution in thinking in the accounting, management, and leadership professions. He is helping to open up new horizons of understanding on the hows and whys of intangibles in the Knowledge Based Economy, something that is essential for all executives and managers to know, understand, and apply. His book details the international standard for financially valuing and reporting intangibles in a way that can be easily understood and

practically applied by investors and business leaders to create responsible and sustainable short-term and long-term financial gains." Charles Savage, Author of Fifth Generation Management and CEO of Knowledge Era Enterprises, USA and Germany Intangible value now accounts for 70% of the value of stock markets around the world. Intangible Finance Standards introduces the field of intangible analysis, the long-awaited addition to technical analysis and fundamental analysis. Intangible Finance Standards provides executives with techniques to increase cash flow, profits and share price through the strategic and scientific management of intangible value. It provides investors with new knowledge, skills, and reports so they can increase returns and lower risk. Ken Standfield is the Chairman of the International Intangible Management Standards Institute in San Diego, CA. About the Author By Ken Standfield