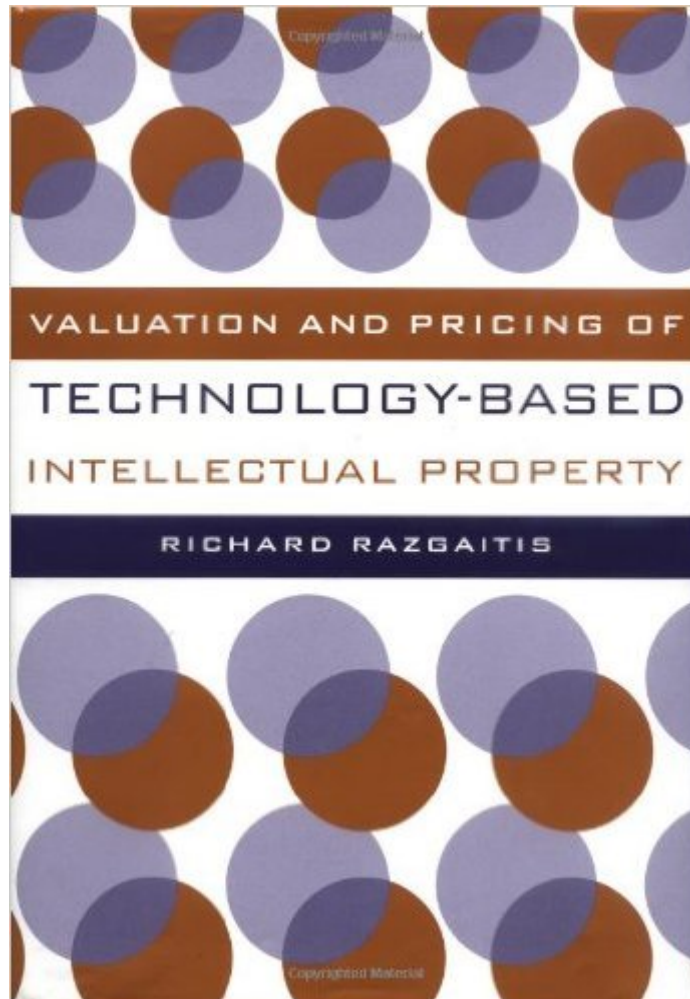


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# Valuation And Pricing Of Technology-Based Intellectual Property



## 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

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## 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.

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