

MERGER & ACQUISITION



IDENTIFYING HIDDEN VALUES

Academics and market experts have called the attention of the market value of firms is higher than that recorded by traditional accounting.

Global capitalism has been based on creating intangibles, the differential to obtain economic higher values than the competition.

The intangible values can be defined as brand value, customer value, social value, environmental value, value of intellectual capital, patents, know-how among other industry-specific.

The intangible assets model evaluation of **I&V - Innovation & Value** have applied for:

- decision support in mergers, acquisitions and spin-offs for to support the fair value of trading;
- provision decision making in investment management;
- differential in making credit against the Bank, BNDES among others development institutions;
- improvement in risk management efficiency regarding the management of intangibles such as brands, customers, patents and intellectual capital;
- information improvement of base regarding intangible.



INNOVATION&VALUE

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