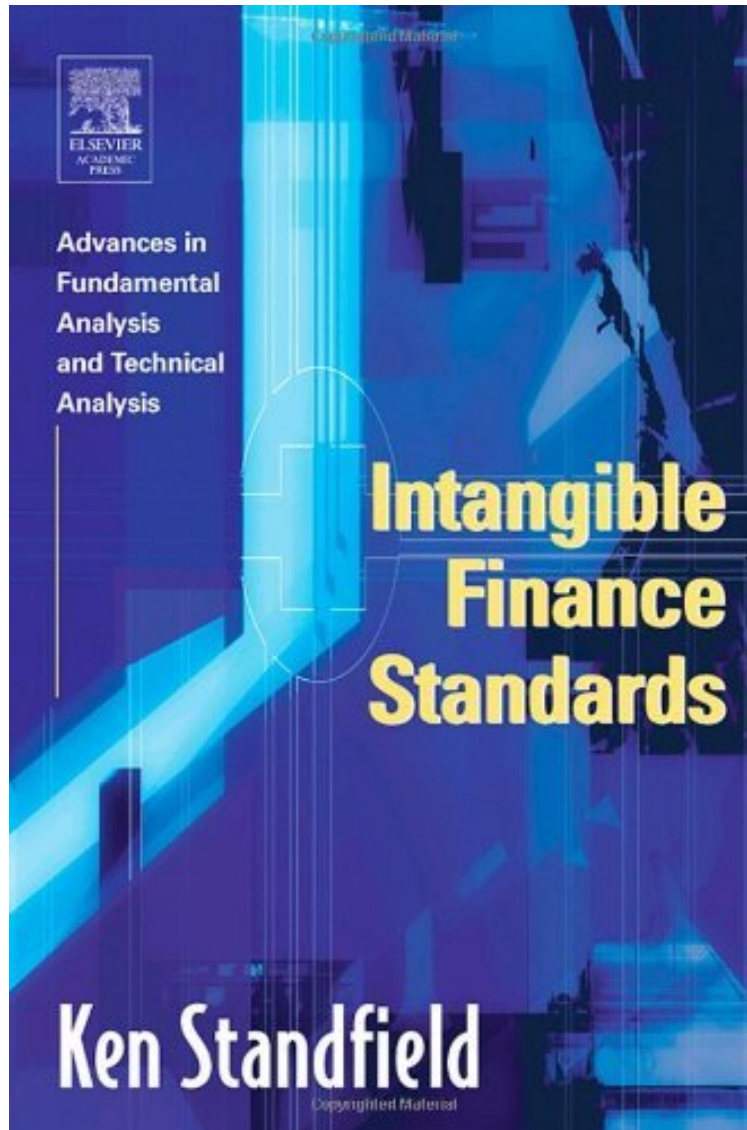


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Intangible Finance Standards: Advances in Fundamental Analysis and Technical Analysis

Ken Standfield

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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"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), MalaysiaFrom the Back CoverBusiness/FinanceIntangible Finance StandardsAdvances in Fundamental Analysis and Technical AnalysisKen 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

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