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Nota di contenuto	Chapter 1: Introduction -- PART 1: VALUATION PRINCIPLES -- Chapter 2: General principles of valuation -- Chapter 3: The valuation of intangible assets: an introduction -- Chapter 4: Goodwill valuation -- Chapter 5: Augmented Business Modeling and Planning as a Prerequisite for Valuation -- Chapter 6: Profitability and Value Creation -- Chapter 7: From Network Theory to Digital Scalability -- Chapter 8: ESG-driven Valuation: From Father Profit to Mother Nature -- Chapter 9: Startup and Scaleup Valuation -- PART 2: INDUSTRY APPLICATIONS -- Chapter 10: Video Games and Digital Media: Business Models and Valuation Approaches -- Chapter 11: Pharma Patent Valuation -- Chapter 12: MedTech and BioTech Valuation -- Chapter 13: Digital Art Valuation and Non-Fungible Tokens -- Chapter 14: Decarbonizing the Global Economy: The Valuation of Climate-Tech Firms -- Chapter 15: Smart Grids Valuation -- Chapter 16: Internet Protocol Addresses Valuation -- Chapter 17: Cloud Computing Valuation -- Chapter 18:

Music Recording Labels: Business Models and Valuation (with Andrea Cesaretti) -- Chapter 19: The Valuation of FashionTech and Digital Clothing -- Chapter 20: The valuation of Special Purpose Vehicles in Project Finance Infrastructural Investments -- Chapter 21: The Valuation of Sports Brands.

Sommario/riassunto

Standard corporate evaluation approaches are improved by trendy innovation, especially as it concerns technological scale up and environmental issues such as digital networking or ESG compliance. Whereas traditional firm appraisal follows institutional guidelines and best practices, frontier research still must define the boundaries of these trendy issues, linking a strong theoretical background to practical advances that still need fine-tuning. This book, written by an academic who is also a senior consultant, combines theoretical rigor with practical insights, providing an innovative framework for researchers, evaluators, managers, and practitioners. Roberto Moro-Visconti is Professor of Corporate Finance at the Catholic University of the Sacred Heart, Milan, Italy, and is the director of studio Moro-Visconti – chartered accountants and financial consultants. Dr. Moro-Visconti manages a consolidated financial boutique (www.morovisconti.com) that derives from a deep-rooted tradition of professional consultants in Milan.
