

On The Cover

High Profile Valuations: Spotlight On The Brand

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Editorial: Changing Times and Steady Values

By Nancy McCarthy, Senior Editor

This “Special Issue” of *The Value Examiner* puts the spotlight on high profile aspects of the valuation world. We discuss the importance of valuing a brand, and conversely, the devaluation of a brand. Our case study delineates the role of an expert witness in a case that is tried as much in the court of public opinion as in a court of law. And the three-part series on the valuation of private firm cost of capital—a hot button for many practitioners—wraps up in this issue.

In This Issue...

7 BRAND VALUATIONS: IDENTIFYING THE OPPORTUNITIES AND CHALLENGES

By Brian Buss, CFA

Brands are widely accepted as valuable assets for businesses large and small. These assets are typically the most significant intangible assets recognized in acquisition accounting and a valuable brand reflects the difference between better-than-average and lower-than-average product prices and profit margins.

15 THE VALUATION OF AN ICON: PLAYBOY'S VALUATION—A \$500 MM FANTASY?

By Michael Blake, CFA, ASA, ABAR, BCA

There was a time when hearing about the sale of an iconic publication would have seismic reactions in the business world. Is \$500 million for *Playboy* a realistic price tag? Or is there not enough airbrushing in the world to make *Playboy* look that sexy?

21 CASE STUDY DEFENDING THE DEVIL: AN EXPERT WITNESS TELLS ALL

With Martin Abo, CPA, CVA, ABV, CFA, CFF

As Americans, we have a constitutional right to a fair and unbiased hearing when we are accused of a crime. However, some defendants are perceived guiltier than others thanks to the court of popular opinion. A case in point is one which involved known members of a Philadelphia-based crime family, a businessman with legitimate successes, but with unsavory ties to the crime family, racketeering charges, and an accountant from New Jersey, Martin Abo. This is his story.

26 CONCLUSION: DOES THE IMPLIED PRIVATE COMPANY PRICING LINE MAKE SENSE?

By Richard R. Conn, CMA, MBA, CPA, ABV, ERP

Earlier this year, *The Value Examiner* opened a debate on the Implied Private Company Pricing Line (IPCPL)—a methodology for calculating the private firm cost of capital. The author raised some issues with the methodology initially devised by Bob Dohmeyer and Peter Butler in 2012 and later championed by Rod Burkert. This is the final article in the series. Messrs. Dohmeyer, Butler, and Burkert plan to present their argument in an upcoming issue of *The Value Examiner* in 2017.

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By Nancy McCarthy, Senior Editor

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BOOK REVIEW

CHAOS MONKEYS: OBSCURE FORTUNE AND RANDOM FAILURE IN SILICON VALLEY

By Antonio García Martínez; New York: HarperCollins Publishers, 2016

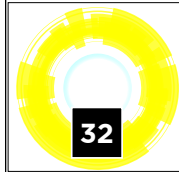
Review by Sarah von Helfenstein



ACADEMIC REVIEW

A GRADUATE STUDENT'S INTRODUCTION TO BUSINESS VALUATION

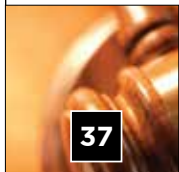
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TECHNOLOGY REVIEW

WARRANTS ON PREFERRED SHARES VS. OPTIONS ON COMMON SHARES

By Raphael Meyara, MBA



LITIGATION CONSULTING

COURT CORNER

By Peter Agrapides, MBA, CVA

Summaries and analysis of the most important cases that involve valuation and expert testimony issues, in both federal and state courts.



PRACTICE MANAGEMENT

PRACTICING SOLO

By Rod P. Burkert, CPA, ABV, CVA

The author interviews sole practitioner Rob Snowden, ASA, from Charlotte, North Carolina.



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