



Valuing Technology: The New Science of Wealth in the Knowledge Economy (Wiley Finance)

Chris Westland

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How do you value e-business?

Since IT now consumes over half of new capital investment in US firms, the central question facing senior management investing in knowledge intensive businesses is, "how do you value e-business?" This book takes a financial perspective on the new economy and addresses many of the problems that are a part of the financial structure of the new economy. Valuing Technology offers methods for determining the financial valuation of investments made in technology in New Economy businesses. Companies in genomics, proteomics, nanotechnology, robotics, and other highly technical fields require huge up-front costs and often experience other idiosyncrasies of high-tech business. This book covers those angles and more, helping readers accurately value modern e-businesses. It provides comprehensive analysis of emerging valuation techniques for New Economy companies and it clearly explains how financial assessment techniques are adapting to high-tech companies.

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