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For Immediate Release

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New Book by Leading Industry Experts Provides the Most Current Information on Business and Intellectual Property Valuation, Damages, and Transfer Price Analyses

Chicago - Today's complex business environment has made business valuation a more challenging task than ever before. If we add intellectual property and transfer pricing analyses to the mix, the process becomes even more intimidating.

The recently published book, *The Handbook of Business Valuation and Intellectual Property Analysis*, provides updated clear, concise and comprehensive answers to the sometimes controversial questions related to business valuation. "Accurate valuation conclusions don't have to be an arcane exercise," said Bob Schweih, co-editor of the book and managing director of Willamette Management Associates. "We were fortunate enough to be able to attract some of the leading financial and legal experts to contribute to this book. These experts explain, in very understandable terms, what the valuation process consists of. Subjects covered range from professional sports teams to healthcare entities."

This is the seventh book in which Willamette Management Associate's senior executives were either authors or editors. Prior shortened editions were translated in Chinese, one of the few valuation books that have been translated. Some of the current hot marketplace topics explored in this book include:

Fairness Opinions: Common Errors and Omissions

Intercompany Transfer Pricing Analyses

Intellectual Property Economic Damages Issues

Intellectual Property Valuation Issues

Licensing of Intellectual Property

Research Techniques for an Intellectual Property Economic Analysis

S Corporation Valuation Issues

The Valuation of Family Limited Partnerships

For more information on this book, please visit www.willamette.com or call (503) 222-0577.

About the Editors

Robert F. Reilly and Robert P. Schweih are managing directors of Willamette Management Associates, one of the oldest and largest independent valuation

consulting, economic analysis, and financial advisory firms. Reilly is a certified public accountant/accredited in business valuation, certified management accountant, certified business appraiser, chartered financial analyst, accredited senior appraiser (in business valuation), certified real estate appraiser, and state certified general appraiser. Schweih is an accredited senior appraiser (in business valuation), a certified business appraiser, and a former trustee of The Appraisal Foundation. They have coauthored or coedited numerous professional valuation books, including Valuing a Business and Valuing Small Businesses and Professional Practices (both with Shannon Pratt), The Handbook of Advanced Business Valuation, and Valuing Intangible Assets.