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For Immediate Release

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BEST PRACTICES BOOK RELEASED

Chicago, IL (November 2019) – Willamette Management Associates is pleased to announce the release of the new book, *Best Practices: Thought Leadership in Valuation, Damages, and Transfer Price Analysis*. This reference book is authored by firm managing directors Robert Reilly and Bob Schweih and is published by Valuation Products & Services.

Best Practices includes over 1,200 pages of thought leadership on a wide range of topics, including the valuation of private company securities, the valuation of intangible assets, valuation for property tax purposes, valuation for trustee fiduciary duty purposes, fair value measurement for financial accounting purposes, transfer price analysis, forensic accounting analysis, and lost profits and other economic damages measurements.

This reference book provides an anthology of comprehensive discussions and illustrative examples that address valuation, damages, and transfer price principles. The topics included in *Best Practices* are generally not found in most principles textbooks. Our focus is on topics that present themselves in client situations where there is a risk—and a cost—of being wrong. Such client situations include complex transactions, tax controversies, and litigation matters. Each of the 72 *Best Practices* chapters presents a discussion of the current thought leadership on topics such as business valuation methods, business valuation discounts and premiums, intangible asset valuation methods, intellectual property analysis, tangible property valuations, property tax valuations, ESOP and ERISA valuations, family law valuations, gift and estate tax valuations, fair value measurements, financial advisory services, damages measurement methods, forensic accounting analyses, and intercompany transfer pricing methods.

With a detailed index, *Best Practices* provides practical “best practices” guidance to lawyers, valuation analysts, forensic accountants, and other professionals involved in the practice of valuation, damages, or transfer price analysis.

Founded 50 years ago in 1969, Willamette Management Associates services include valuation analysis, transactional opinions, damages and other forensic analysis, and transfer price analysis. Willamette provides these services in matters related to transactions, taxation, and litigation. Our clients range from substantial private companies to Fortune 500 multinational corporations and include the banking industry, the accounting profession, the legal community, and government and regulatory agencies.

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