



BVR's Guide to Personal v. Enterprise Goodwill - 2010 Edition



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This annually updated book provides valuable and timely articles from leading experts in the field including new and original contributions from Jay Fishman, David Wood, Mark Dietrich, Jim Alerding, Shannon Pratt, Kevin Yeanoplos, Alan Zipp, Ron Seigneur, and many others. Learn the best ways to treat personal goodwill from the top professionals. In addition to the valuable articles, this Guide includes 140 court case abstracts and a quick reference table for easy use. This Guide Includes: In-depth chapters on:Common definitions of personal goodwill and how to recognize it in a corporation; Pertinent case law concerning personal and enterprise goodwill; How to calculate personal goodwill and separate it from enterprise goodwill, and Celebrity goodwill. Includes 200 full-text court case decisions on how personal goodwill is treated and data from the 2008 Goodwill Registry on medical and dental practices (published by The Health Care Group).



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