



## Fair Value Measurements: Practical Guidance and Implementation

By Mark L. Zyla

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**Fair Value Measurements: Practical Guidance and Implementation** By Mark L. Zyla

**A hands-on volume for financial executives with guidance on the fair value measurement process**

In today's dynamic and volatile markets, whether buying or selling, what corporate officers need to know is the worth of an asset today, a task that for many has become complex and at times confusing. *Fair Value Measurements: Practical Guidance and Implementation* demystifies this topic, offering you a nuts-and-bolts guide of the most recent developments in preparing financial statements using fair value measurements. This straightforward book covers the best practices on measuring fair value in a business combination and how to subsequently test the value of these assets for impairment.

- Filters complicated insider concepts into easy-to-understand information on the valuation specialist's function
- Discusses the many new FASB pronouncements involving fair value
- Instantly familiarizes you on the ins and outs of fair value financial disclosure

Well-written, conversational in tone, and filled with valuable insights, *Fair Value Measurements: Practical Guidance and Implementation* lifts the veil of confusion from the substantial and growing requirements for fair value disclosures.

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## Fair Value Measurements: Practical Guidance and Implementation By Mark L. Zyla Bibliography

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## **Editorial Review**

### Review

- *"Fair Value Measurements* describes what fair value accounting is, and the various methods for deriving it... it is a good read for knowledgeable accountants... I give it four stars."

--Accounting Tools

"...provides a hands-on guide for those involved in the fair value measurement process, whether it be financial executives preparing financial statements, valuation specialists assisting in the measurement, or management's outside auditors. The book provides the proper guidance which will alleviate much of the uncertainty in measuring fair value. It is a must for your library!" (*AICPA ABV e-Alert*, March/April 2010)

"Financial planner Mark Zyla penned this guidebook for financial executives needing to understand the fair value accounting rules that corporations must follow. It is filled with best practices and explanations of Financial Accounting Standards Board pronouncements involving fair value so any executive can understand what fair value really means." (*The Alcalde*, May/June 2010)

### From the Inside Flap

Welcome to the new world of accounting! While financial statement preparation once focused on historical cost information, accounting now involves a judgment as to the fair value of assets and liabilities. *Fair Value Measurements: Practical Guidance and Implementation* demystifies this topic, offering a nuts-and-bolts guide dedicated to equipping corporate management, valuation specialists, and auditors of the most recent developments in preparing financial statements using fair value measurements. This straightforward book covers the best practices on measuring fair value in a business combination and how to subsequently test the value of these assets for impairment.

Author and valuation specialist Mark Zyla clearly shows his experience in this subject, filtering complicated insider concepts into easy-to-understand information on the valuation specialist's function, the many new FASB pronouncements involving fair value, and the accounting and auditing requirements for fair value reporting. *Fair Value Measurements: Practical Guidance and Implementation* instantly familiarizes the reader on the ins and outs of fair value financial disclosure, with coverage of:

- The history behind fair value accounting and the impact of the current economic crisis
- Fair value measurements in business combinations and subsequent testing for impairment
- The nature of intangible assets
- The cost approach
- The market approach
- The income approach
- Advanced valuation methods for measuring the fair value of intangible assets
- Measuring the remaining useful life of intangible assets in financial reporting
- Fair value measurements under IFRSs
- Disclosures in fair value measurements
- Fair value in private equity and other alternative investments

- Auditing fair value measurements

Well written and conversational in tone and filled with valuable insights, *Fair Value Measurements: Practical Guidance and Implementation* lifts the veil of confusion from the substantial and growing requirements for fair value disclosures.

From the Back Cover

**Praise for *Fair Value Measurements: Practical Guidance and Implementation***

"Writing *Fair Value Measurements* was a monumental task fraught with controversy not only in the U.S. but also abroad. Having coauthored a book with Mark as well as written one myself, I was even more impressed that Mark was able to navigate these fair value minefields and produce a work that will be a tremendous help to accountants and non-accountants alike. If you are looking for a 'one-stop' book on fair value measurements, this is it!"

—**Neil J. Beaton**, CPA/ABV, CFA, ASA, National Partner in Charge, Valuation Services, Grant Thornton LLP

"In recent years, the FASB and the IASB have added many requirements for various assets and liabilities to be measured at fair value. In this book, Zyla clearly describes how to implement these fair value measurements and how investors and creditors should interpret them. The crisp writing and illuminating analysis will help readers to grasp the essence of fair value accounting and to apply it wisely."

—**J. Edward Ketz**, Associate Professor of Accounting, Pennsylvania State University

**A hands-on guide for financial executives needing to understand the fair value measurement process**

In basic, nontechnical language, *Fair Value Measurements: Practical Guidance and Implementation* will help all financial executives and auditors succeed in understanding the fair value accounting rules that corporations must follow. The result is a resource that professionals can rely on to understand the importance of valuation and the concepts that define it.

Filled with practical direction for best practices of financial valuation as well as for understanding the many FASB pronouncements involving fair value, *Fair Value Measurements: Practical Guidance and Implementation* brings senior-level executives up to speed on what fair value really means.

## Users Review

### From reader reviews:

#### **Michael Brown:**

Inside other case, little persons like to read book *Fair Value Measurements: Practical Guidance and Implementation*. You can choose the best book if you want reading a book. So long as we know about how is important a new book *Fair Value Measurements: Practical Guidance and Implementation*. You can add expertise and of course you can around the world by way of a book. Absolutely right, simply because from book you can realize everything! From your country till foreign or abroad you will end up known. About simple matter until wonderful thing you can know that. In this era, we can easily open a book as well as searching by internet device. It is called e-book. You can utilize it when you feel bored stiff to go to the library. Let's examine.

**Cassie Merritt:**

Spent a free time for you to be fun activity to try and do! A lot of people spent their free time with their family, or their particular friends. Usually they doing activity like watching television, likely to beach, or picnic in the park. They actually doing same task every week. Do you feel it? Will you something different to fill your personal free time/ holiday? Could be reading a book can be option to fill your no cost time/ holiday. The first thing that you ask may be what kinds of book that you should read. If you want to attempt look for book, may be the book untitled Fair Value Measurements: Practical Guidance and Implementation can be very good book to read. May be it might be best activity to you.

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**Tanya McGaha:**

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