

New 2015 - this content is now part of:

- Project NEMO (New/Next Economic Model) <http://project-nemo.org>
- INSEDE (Institute for Sustainable Economic Development) <http://insede.org>
- Business Engineering Systems (MindWare, Basics, Structures) <http://bengin.net/bes/>

You are welcome to take advantage of progress, support us and be part of this voyage of discoveries.

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Expanding Economic Value Paradigm



Expanding value paradigm (in a hurry)

Peter Bretscher

6. November 2002

Agenda

1.

**Objects
Measures
Values
Maps**

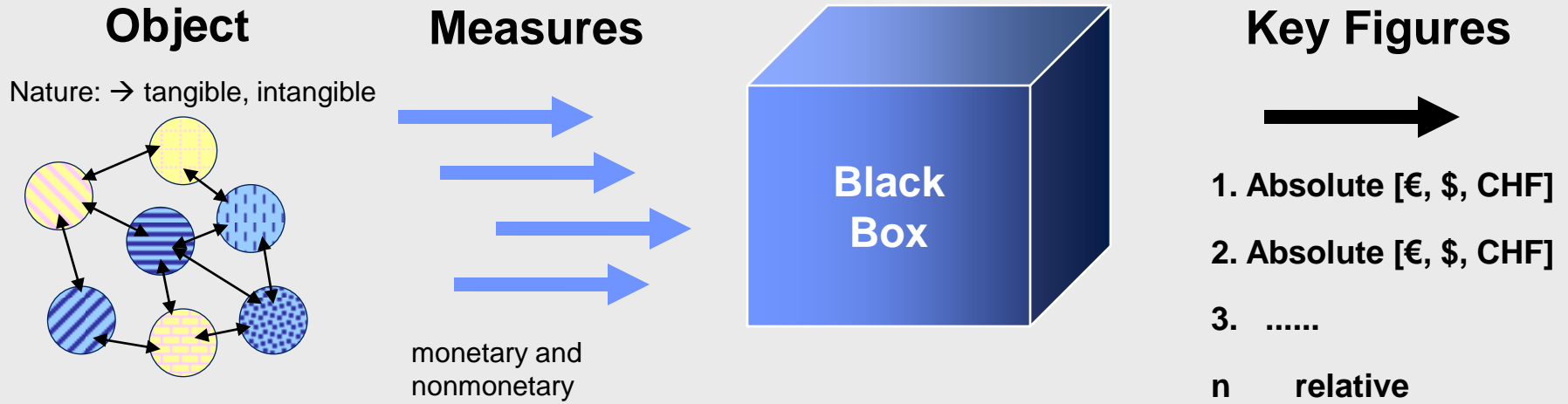
2.

**Relative and
absolute
Value maps**

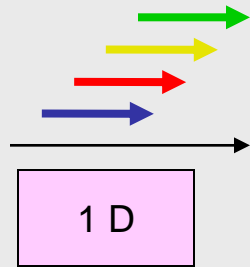
3.

**Applications
Outlook**

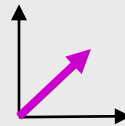
Objects – Measures – Values – Maps



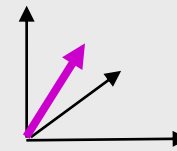
Metrics



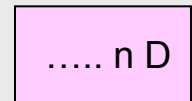
linear



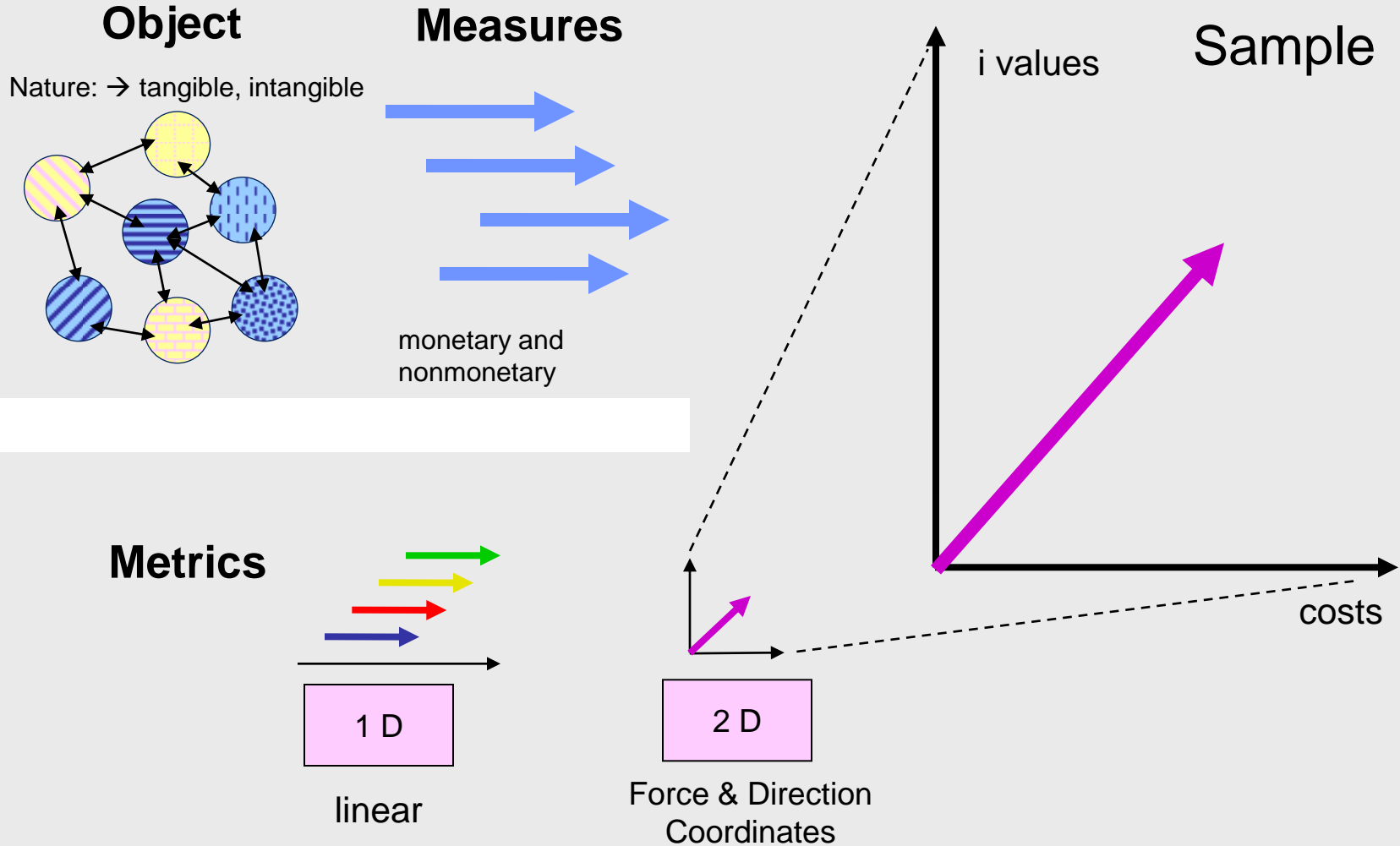
Force & Direction
Coordinates



Color Theory
Coordinates: RGB

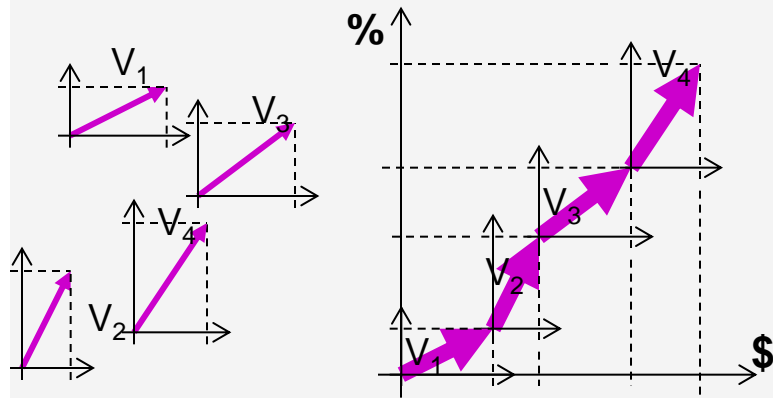


Objects – Measures – Values – Maps

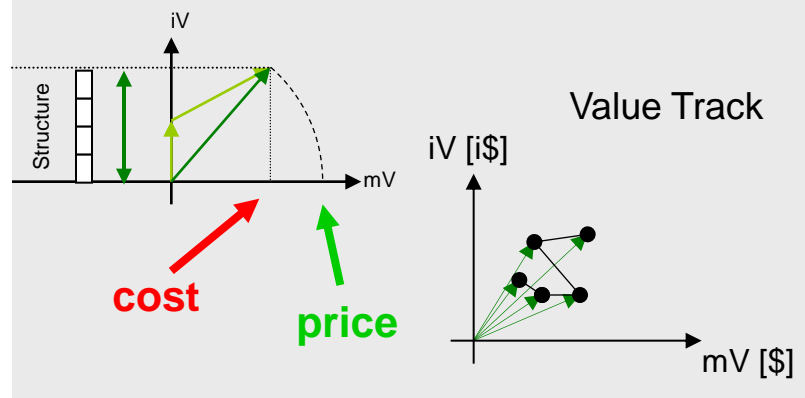


Relative and absolute Value maps

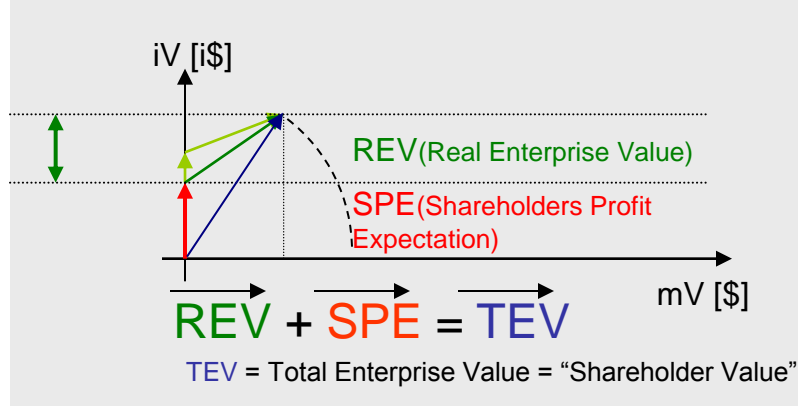
a) relative Vector, Vector profile



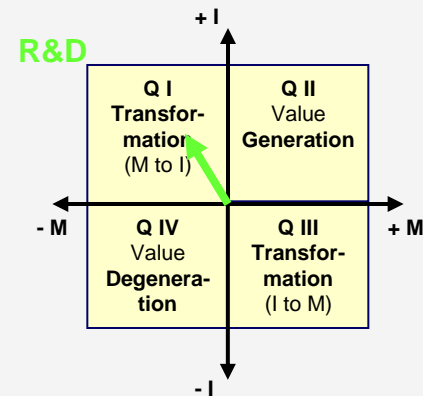
b) absolute Vector, Ortskurve



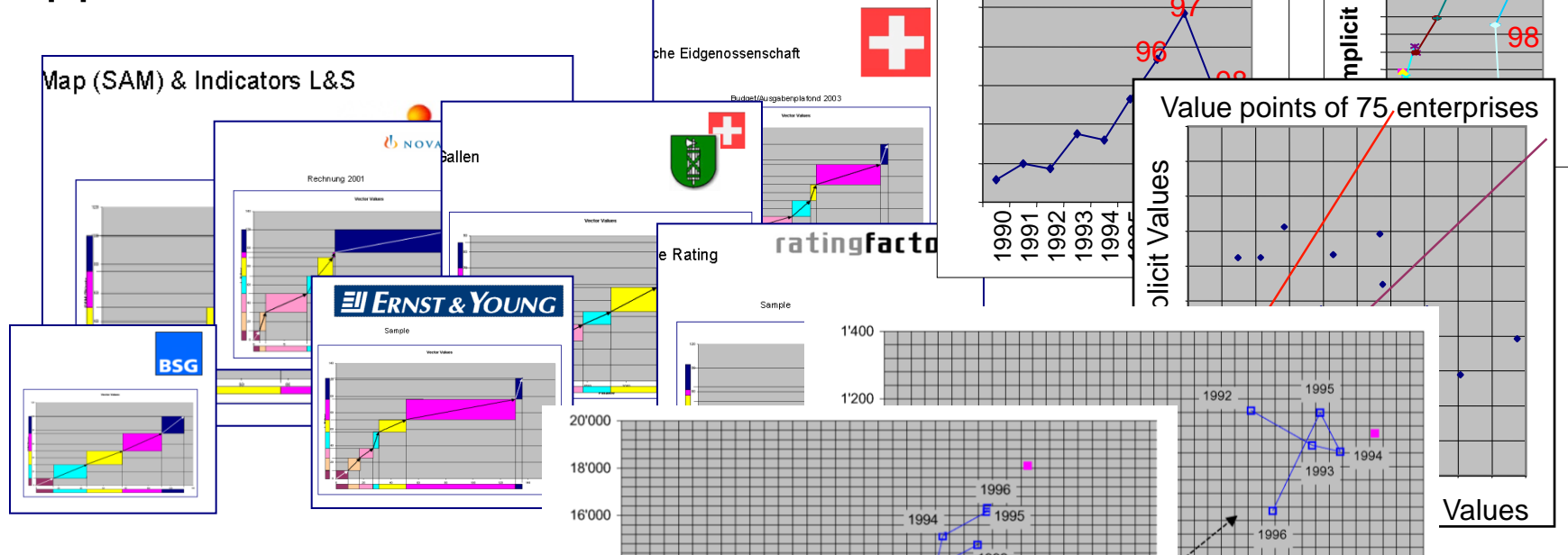
c) Shareholders Valuation



d) Value Quadrants



Applications, Outlook



Where to be used

- For complex valuation and controlling purposes. Better valuations. Corporate governance, Project controlling, Benchmarks, M&A, Nonfinancial audit.....

Outlook

- Focus more on techniques (as a tool and product) than on technology.
- Standards for mapping tangible and intangible resources (in Context):
 - a) structuring means
 - b) quantifying means.
- The intellectual property (strat. Asset).

Thank you

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.....cares about values.