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Edgar Baum is the Founder & CEO of Avasta Incorporated a firm dedicated to modernizing financial measurement of intangibles, including brands. He is also the course developer and lecturer for *The Finance of Brand Management* graduate course at the University of Toronto. Edgar is one of the primary authors of the global ISO Standard 20671:2019 *Brand Evaluation* ratified in March 2019 as well as for the upcoming ANSI: *Intangible Assets in the Boardroom* standard. Edgar is the past co-chair, Improving Financial Reporting Committee of the Marketing Accountability Standards Board (MASB).