



BSI Standards Publication

Brand evaluation — Principles and fundamentals

National foreword

This British Standard is the UK implementation of [ISO 20671:2019](#).

The UK participation in its preparation was entrusted to Technical Committee SVS/12, Brand Valuation Services.

A list of organizations represented on this committee can be obtained on request to its secretary.

This publication does not purport to include all the necessary provisions of a contract. Users are responsible for its correct application.

© The British Standards Institution 2019
Published by BSI Standards Limited 2019

ISBN 978 0 580 91253 5

ICS 03.140

Compliance with a British Standard cannot confer immunity from legal obligations.

This British Standard was published under the authority of the Standards Policy and Strategy Committee on 31 March 2019.

Amendments/corrigenda issued since publication

Date	Text affected
------	---------------
