



BSI Standards Publication

Brand evaluation

Part 1: Principles and fundamentals

National foreword

This British Standard is the UK implementation of [ISO 20671-1:2021](#). It supersedes [BS ISO 20671:2019](#), which is withdrawn.

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

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

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