



THE  
LUXURY  
MARKETING  
COUNCIL  
NEW YORK



## ANA TZAREV



**24 West 57th Street**  
(Between 5th and 6th  
Avenues)

View a [map](#) of the location

**Date:**  
Wednesday August 10, 2011

**Time:**  
6:00 p.m. - 8.00 p.m.

**To RSVP please email**  
[nyrsvp@luxurycouncil.com](mailto:nyrsvp@luxurycouncil.com)

### Speaker:

**Nir Kossovsky**  
CEO & Director  
Steel City Re

### Hosted By

ANA TZAREV

## MISSION: INTANGIBLE - Managing Risk and Reputation to Create Enterprise Value

It's a commonplace that luxury brands' value is largely based on best customers' perceptions of their products and services.

Until the mid-70s liquid assets, property, physical plant and equipment represented 70 percent of a company's value. Now it is widely acknowledged that today's most valuable corporate assets are intangible and now comprise some 70 percent of the median value of publicly traded companies on the U.S. markets. BRAND RULES.

Companies that measure and manage intangible assets strategically will be better positioned to succeed throughout the 21st century than companies which rely only on traditional accounting and financial analyses which were developed when our economy was based on agricultural and industrial production.

Dr. Kossovsky's book is about headline risk-beating, value-creating solutions. It is an essential companion for executives responsible for ethical compliance, innovation, quality, safety, sustainability and security; for C-suite leadership, and for corporate board members. It demonstrates the urgency of increasing, protecting and restoring intangible asset value, managing the business processes that create value and build enterprise resilience.

It is an intelligent guide to:

- Identifying your intangible assets and understanding what, and how, they contribute to your enterprise value
- Building the business case for resources and confidently projecting a healthy return on investment
- Mitigating the risks that may damage the value of intangible assets and brand
- Understanding how superior management of intangible assets and brand can provide a powerful competitive edge
- Developing communications strategies to help stakeholders and best customers better understand the value of your intangible assets and brand.

**What those in the know say about "Mission: Intangible - Managing Risk and Reputation to Create Enterprise Value":**

*"A compelling case for thought leadership in the crucial and rapidly evolving field of reputation risk management..."*

**John Wild**, Editor-in-Chief

Intellectual Asset Management Magazine

*"...a must-read for any business leader who wants to transform intangibles from 'nice' to 'necessary' aspects of strategic planning and risk management."*

**Jonathan Salem Baskin**, Global marketing strategist, columnist and author of "Bright Lights & Dim Bulbs" and "Branding Only Works on Cattle".

*"...gives members of the risk management community a panoply of useful ideas for the identifying and reducing threats to corporate reputation and other intangible assets that comprise the majority of corporate value."*

**Pamela J. Newman** Ph.D - President and CEO of the Newman Team, Aon Corporation

*"Reputation is not just fundamental to pricing, it is a major determinant of an organization's value. It must be managed like any other asset, from the perspective of risk and growth."*

*Mission: Intangible tells you how to do that. Not only does it focus on reputation, it also focuses on other intellectual and intangible assets. It is a must read in today's highly competitive world."*

**Joel Kurtzman** - Senior Fellow, Wharton's SEI Program in Advanced Studies in Management

---

**About Dr. Nir Kossovsky**



Chief Executive & Director of Steel City Re — Dr. Nir Kossovsky is an authority on business process risk, reputation and enterprise value. In addition to leading Steel City Re's efforts at providing headline risk mitigation solutions, he is also executive secretary of the Intangible Asset Finance Society and edits the Mission: Intangible blog.

A seasoned speaker and author, he writes IAM magazine's reputation series and his most recent book is Mission: Intangible. Managing risk and reputation to create enterprise value. He has served on the boards of Patent & License Exchange, and Littlearth, Inc.; was a consultant to FDA's medical device advisory panels; and is featured in case studies from the Harvard and Darden Schools of Business.

He holds degrees in business, medicine, philosophy and national security decision making from the Universities of Southern California, Chicago, Pittsburgh, and the US Navy War College.

---

### **About Steel City Re**



Steel City Re provides comprehensive integrated risk and reputation management, and enterprise value enhancement solutions. The company's unique patent pending products quantify, monitor, and control reputation risks. They foster conformance with risk-reducing behaviors through a suite of reputation insurance products. Operationally the solutions address the underpinnings of corporate reputation namely enabling a company to:

- Create an ethical environment
- Drive innovation
- Assure quality
- Uphold safety
- Promote sustainability, and
- Provide both physical and cyber security

The solutions en toto enable a company's stakeholders to appreciate and appropriately value the resulting benefits.

### About Ana Tzarev Gallery



The Ana Tzarev Gallery offers visitors a unique experience; the dramatic interior is both a showcase for beautiful and colorful art and a cultural center. Located at 24 West 57th

Street, only a few steps from 5th Avenue in New York, the Gallery attracts both local and international art enthusiasts to an active schedule of extraordinary exhibitions and events. The



Gallery is the sole global representative of the paintings and sculpture of the artist Ana Tzarev. In addition, the Gallery also presents special exhibitions of photography, paintings and works on paper from other internationally acclaimed artists as part of an ongoing program to raise cultural awareness.

The Gallery hosts a series of receptions, concerts, films and lectures throughout the year in conjunction with major international charitable organizations as well as local New York City civic and arts groups to help raise awareness and garner support for worthy causes consistent with the artist Ana Tzarev's longstanding commitment to social consciousness.

---

### About The Luxury Marketing Council

Founded in 1994, The Luxury Marketing Council Worldwide is an exclusive, "by invitation only" collaborative organization of more than 4,000 top CEOs and CMOs who represent more than 1,000 major luxury goods and services companies in 36 cities worldwide.



The Council serves primarily as a catalyst in bringing the smartest, most imaginative marketers of luxury products and services together to explore best practices and critical issues, and share intelligence on best customers and market trends. In addition, through the “incubation” of innovative marketing alliances and partnerships, the Council helps its members to grow revenue, expand share of wallet, and cultivate referrals from and loyalty of best customers—the 3.1 million individuals (in the US) with liquid portfolios of USD \$1,000,000 or more.

---

### **About The Young Luxury Marketers' Council**



Before they were teenagers Gen Y (those born after 1977) had computers and technology in their lives. They grew up finding comfort and ease in integrating technology into their work and social lives: mobile applications, social networks, iPads and Galaxy tablets, GPS, Skype/video conferencing, webinars and smart phones. All part of this generation's common language. For top management today, Gen Y is now one of the most important sources of intelligence on the rapidly changing shape of marketing.

Our vision is to provide young luxury marketers with a business and social network of like-minded, future leaders having similar intellectual and professional backgrounds; cultivate long-lasting relationships; provide a forum for a vibrant exchange of ideas and a platform for profit-generating collaborations and partnerships.