

# ***EVOLUTION AND CONTROVERSIES REGARDING THE STANDARDIZATION, VALUATION AND AMORTIZATION OF THE GOODWILL***

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## ***Abstract:***

*oodwill is an intangible asset item and includes: valuable business contacts, geographical location, market outlets, reputation of business or product and other intangible assets which evaluation is extremely difficult. The amortization of the goodwill depends on the way of approach of the balance sheet. A legal approach, which emphasizes the principles of prudence and of the independence of every financial year, will tend to apply the amortization. On the other side, an accounting approach, which takes into account especially the going concern principle, will tend to replace the amortization with the effects of a impairment test on the goodwill( reversible lost- indicated a provision).The International Accounting Standard IFRS 3 Business Combination considers the goodwill as the unidentified sum paid by a purchaser with the occasion of a business combination and presents the regulations of the booking the goodwill in the consolidated accounts.*

***Keywords:*** goodwill, amortization, IFRS 3.

***JEL codes::*** M49, F00