

## Applied Corporate Finance: What Is a Company Worth? (Paperback)



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## APPLIED CORPORATE FINANCE: WHAT IS A COMPANY WORTH? (PAPERBACK)



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Createspace, United States, 2012. Paperback. Book Condition: New. 242 x 168 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.A thoroughly researched Corporate Finance manual, the fruit of all the understanding the author has gained in this material over his years of professional practice. A rigorous approach to fundamental Ideas, avoiding unnecessary complications Highly convenient for those who: -Already know about these matters, but they would like to refresh them and keep a book for consulting by their side (financial managers, consultants, engineers, business MBA students, etc). -Need to master financial concepts in order to enhance their professional or academic performance -Want to really know what their money investments are worth. Here is the rationale. The author deals with all questions clearly, pragmatically, allowing the readers intuition to guide them forward. However, he never sacrifices his rigorous analysis, necessary to meet the standards of the best business schools in the world. He includes some case studies which show how the key concepts are applied. In the Core chapters, written in an accessible style, the book presents the fundamentals it is necessary to master in order to understand corporate finance and its typical applications such as the valuation of companies and investments in general. The author leads us through questions like the cost of financial resources for the company, shareholders equity and external funds and the w.a.c.c, the search for the optimum capital structure and the strategic policies that ensure an adequate financial policy To explain all this, the analysis counts on solid tools and knowledge, which have been applied through the Gordon-Shapiro formula, the CAPM (Capital Asset Pricing Model) or the Modigliani and Miller model, among others. Suitable for beginners too: The first chapter starts at a basic level for inexpert readers and then moves into the...

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