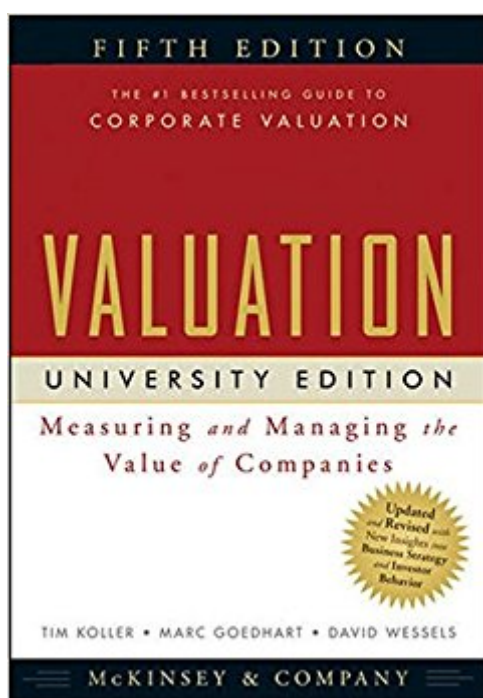


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Valuation: Measuring And Managing The Value Of Companies, University Edition, 5th Edition



Synopsis

McKinsey's Trusted Guide to Teaching Corporate Valuation is Back and Better than Ever. Designed for classroom use, *Valuation, University Edition Fifth Edition* is filled with the expert guidance from McKinsey & Company that students and professors have come to trust. Fully Revised and Updated, NEW FEATURES to the Fifth Edition include: ALL NEW CASE STUDIES that illustrate how valuation techniques and principles are applied in real-world situations NEW CONTENT on the strategic advantages of value-based management EXPANDED to include advanced valuation techniques UPDATED to reflect the events of the real estate bubble and its effect on stock markets, new developments in corporate finance, changes in accounting rules, and an enhanced global perspective. *Valuation, Fifth Edition* remains true to its roots with a solid framework for valuation through key concepts such as: Analyzing historical performance, including reorganizing a company's financial statements to reflect economic rather than accounting performance Forecasting performance, with emphasis on not just the mechanics of forecasting but also how to think about a company's future economics Estimating the cost of capital with practical tips that aren't found in textbooks Interpreting the results of a valuation in light of a company's competitive situation Linking a company's valuation multiples to the core drivers of its performance. The University Edition contains the same key chapters as *Valuation Fifth Edition* but expands on them to enhance classroom application with End of Chapter Summaries and Review Questions to help students master key concepts from each chapter before moving on to the next. For professors, Wiley offers an Online Instructor's Manual with a full suite of resources exclusive to adopting professors. Contact your rep for more information.

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The #1 guide to corporate valuation is back . . . and better than ever! "The best valuation book just got better. This edition's greater emphasis on what drives value and how to measure it will improve the way practitioners conduct financial analysis and, ultimately, make strategic decisions. It is required reading for all executives." — Professor Benjamin C. Esty, Harvard Business School, author of *Modern Project Finance: A Casebook* "The bible in its field. Anyone wanting to understand what drives corporate value should read this latest edition." — Dr. Raymund Breu, former chief financial officer, Novartis AG "Valuation gets to the heart of how to measure and manage value in a company. Whether you are evaluating an acquisition, restructuring a corporation, or formulating strategy, this book will help you do it well." — John A. Manzoni, Chief Executive Officer, Talisman Energy Inc. "A 'how-to' guide for corporate executives who want to get at the unrealized shareholder values trapped in public companies." — *New York Times* "The book's clarity and comprehensive coverage make it one of the best practitioners' guides to valuation." — *Financial Times*

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Very very happy. a great read

Well written in a way to both improve your knowledge and easily apply. Helpful for not only valuing companies, but also for driving management to maximize the value of them.

This is a must-have book for wannabe bankers and it is a great supplement for a valuation course. The chapters are very organized and detailed. The book would be even better if there were more examples and perhaps a sample model. Nonetheless, the content is very good and the book is a keeper.

I love this book because it sets a foundation of understanding and gets right to the important information. All extra information and rear specifics are placed out of the way for the ease of the current chapter. This is an easy read and is well organized.

I think the author is a very smart person and organized the book in a very interesting and order way. But it is still a hard reading book, the reader should have basic financial knowledge, otherwise it will be very hard to understand what the author talks about.

Basically the best book in the market with regard to Valuation. Highly recommend to any students and corporate practitioners.

Excelent material

great book

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