

<<资产评估>>

图书基本信息

书名：<<资产评估>>

13位ISBN编号：9780471702191

10位ISBN编号：0471702196

出版时间：1990-12

出版时间：John Wiley & Sons Inc

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页数：741

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## 内容概要

At the crossroads of corporate strategy and finance lies valuation. And in today's economy— whether you're a seasoned manager or a budding business professional—it's essential to excel at measuring, managing, and maximizing shareholder and company value. Valuation, with its companion CD-ROM, will show you how to do just that and much more. Hailed by financial professionals worldwide as the single best guide of its kind, Valuation, Fourth Edition with CD-ROM combines the dynamic flexibility of Excel spreadsheets with the depth and breadth of a classic text. Thoroughly revised and expanded to reflect business conditions in today's volatile global economy, Valuation, Fourth Edition with CD-ROM continues the tradition of its bestselling predecessors by providing up-to-date insights and practical advice on how to create, manage, and measure the value of an organization. Along with all-new case studies that illustrate how valuation techniques and principles are applied in real-world situations, this comprehensive guide has been updated to reflect the events of the Internet bubble and its effect on stock markets, new developments in academic finance, changes in accounting rules (both U. S. and IFRS), and an enhanced global perspective. Valuation, Fourth Edition with CD-ROM is filled with expert guidance as well as a valuation model developed by McKinsey's own finance practice. With the companion CD-ROM as your guide, you can even conduct your own valuation analysis of companies. This package contains a solid framework that managers at all levels, investors, and students have come to trust. With it, you'll receive an executive education on:

- 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

Valuation, Fourth Edition with CD-ROM remains true to its roots with an extensive discussion on the complexity of measuring corporate performance to assess historical financial results properly and to gain insight into a company's ability to create value in the future (its corporate "health"). A complementary chapter advises managers how to run companies to create long-term value, and a new chapter explores ways to improve communication with financial markets. Valuation, Fourth Edition with CD-ROM stands alone in this field with its reputation of quality and consistency. The author team of Tim Koller, Marc Goedhart, and David Wessels has taken the latest insights from their experiences working with global companies and created one of the most engaging and insightful guides to valuation. If you want to hone your valuation skills today and improve them for years to come, look no further than the Fourth Edition of Valuation with CD-ROM.

**作者简介：**McKINSEY & COMPANY is a management consulting firm that helps leading corporations and organizations make distinctive, lasting, and substantial improvements in their performance. Over the past seven decades, the firm's primary objective has remained constant: to serve as an organization's most trusted external advisor on critical issues facing senior management. With consultants deployed from over eighty offices in more than forty countries, McKinsey advises companies on strategic, operational, organizational, financial, and technological issues. The firm has extensive experience in all major industry sectors and primary functional areas, as well as in-depth expertise in high-priority areas for today's business leaders.

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