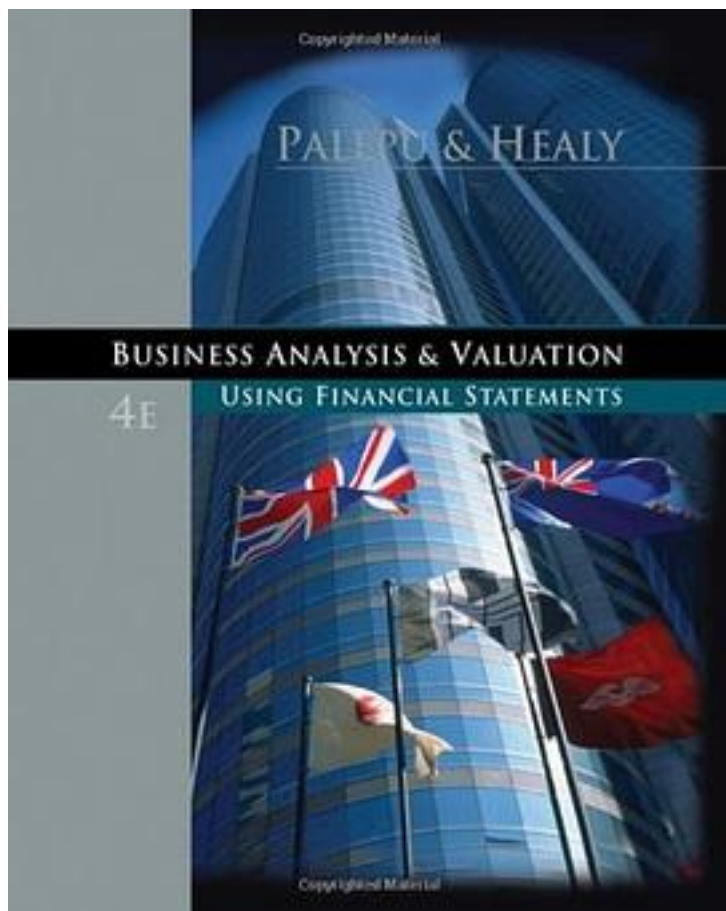


Business Analysis and Valuation



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Financial statements are the basis for a wide range of business analysis. Managers, securities analysts, bankers, and consultants all use them to make business decisions. There is strong demand among business students for course materials that provide a framework for using financial statement data in a variety of business analysis and

valuation contexts. BUSINESS ANALYSIS & VALUATION: USING FINANCIAL STATEMENTS, TEXT & CASES, 4E allows you to undertake financial statement analysis using a four-part framework--(1) business strategy analysis for developing an understanding of a firm's competitive strategy; (2) accounting analysis for representing the firm's business economics and strategy in its financial statements, and for developing adjusted accounting measures of performance; (3) financial analysis for ratio analysis and cash flow measures of operating; and (4) prospective analysis. Then, you'll learn how to apply these tools in a variety of decision contexts, including securities analysis, credit analysis, corporate financing policies analysis, mergers and acquisitions analysis, and governance and communication analysis.

作者介绍:

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标签

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经济

教材

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美国

战略管理

六

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评论

讲得不错 简单了一点

Financial Statement analysis 教材

整体框架很有条理，但是具体到方法的讲解、论述就很一般了。总而言之，方法论值得参考，细节写的比较烂。

I hate it

这老师无敌了

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书评

这本书开始还是很吸引我的。语言很简洁，思路很好（从商业分析开始，具体说从波特的竞争模型开始，讲到怎么样还原一份“真实”的财务报表，然后在具体分析财务比率……试图建立一个完整的分析体系）。但是很快读了几章后发现，它实在是很空泛，案例很详细，但是用于自己阅读...

优点：Framwork很make sense，讲解清楚明白有逻辑，作为入门足已
Case相当有趣且质量很好 缺点：
应该详细讲解几个例子，用comprehensive的方式讲讲在HBS是怎么一步步做equity, credit和M&A的valuation的 其它：Valuation的核心是strategy，而不是计算技术
本书讲得太简单...

这本书和其他财务报表分析课程不一样的地方在于，他提出要从战略、会计、财务、预测四个视角分析公司的财务报告，以获得关于公司真实经济状况的洞察。

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