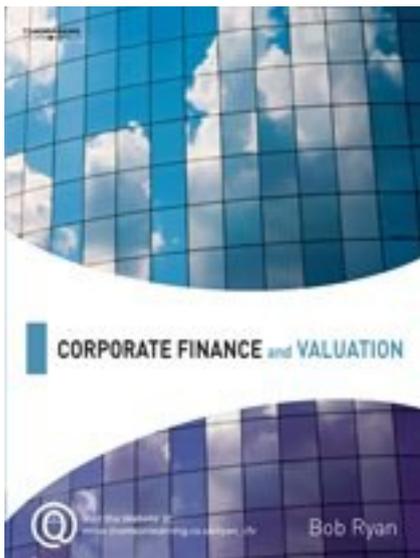


Corporate Finance and Valuation



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Corporate finance is a key subject within business, but one that often presents a real challenge to those coming to grips with it for the first time. Often teachers too find it a challenging subject to put across in a practically relevant way whilst at the same time ensuring that the 'mathematics gap' between the capabilities of the student and the demands of theory are effectively bridged. Corporate Finance and Valuation is designed to overcome these challenges by presenting the subject in the simplest way possible and by connecting vital principles with vivid practical examples. Corporate Finance and Valuation offers a practical managerial perspective on the subject. The three themes of value, return and risk are developed and form a unifying thread throughout the book. Practical tools and techniques for identifying and solving financial problems in the real world are presented. For every practical finance problem, from estimating a company's cost of capital through to the valuation of its intangible assets, Corporate Finance and Valuation places emphasis on how the job can be done

using readily available tools and freely available data.

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