

# Corporate Capital Investment

## Corporate Capital Investment

A Behavioral Approach

Philip Bromiley

CAMBRIDGE

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This book studies the impact of corporate planning and implementation procedures on the level of corporate capital investment. It stands among the few studies within the behavioural economics tradition that employ direct examination of corporate decision processes to address variables of central concern in conventional economics. In addition, by using a combination of qualitative data from interviews and corporate documents along with econometric analysis of corporate plans and actual outcomes, the study makes a substantial methodological advance. Along with the methodological advance comes a different conception of the determinants of corporate capital investment. The findings of this study have implications for research and practice in economics, corporate strategy and public policy. As such, Corporate Capital Investment will be of interest to scholars and practitioners of all disciplines who are seriously concerned with corporate capital investment.

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