

《Valuation University Edition, Fifth Edition: Measuring
And Managing The Value Of Companies
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内容简介

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:

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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. TIM KOLLER is a partner in McKinsey's New York office. Tim has served clients in North America and Europe on corporate strategy and issues concerning capital markets, M A transactions, and value-based management. He leads the firm's research activities in valuation and capital markets issues. He received his MBA from the University of Chicago.

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