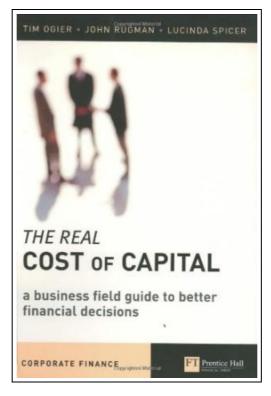
# The Real Cost of Capital: A Business Field Guide to Better Financial Decisions



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#### Reviews

A must buy book if you need to adding benefit. It really is writter in easy terms instead of difficult to understand. I found out this ebook from my dad and i advised this publication to find out.

(Prof. Elton Gibson I)

#### THE REAL COST OF CAPITAL: A BUSINESS FIELD GUIDE TO BETTER FINANCIAL DECISIONS



FT Press. Paperback. Condition: New. 320 pages. This book is required reading for anyone involved in the practical issues of cost of capital decisions. It is written in a way that engages the novice, and yet challenges the professional to rethink the real issues. Brendan Scholey, Bloomberg. The cost of capital is the fundamental financial tool for business decision-making. It drives measures of value creation and destruction, and forms the basis of financial analysis using cash flow and other frameworks. This book is here to help the business world to use the cost of capital for real. The Real Cost of Capital describes the key issues in understanding and using the cost of capital today, taking principles from the world of managerial finance and putting them into the context of major investment decisions. Should, for example, a company use its own cost of capital to appraise new investments and acquisitions What cost of capital might a US company use when appraising an investment in, say, the Philippines For a typical investment, which type of risk is more important -- specific risk or systematic risk How should these risks be reflected in, say, a venture capital situation Debt is cheaper than equity -- so why dont companies raise more debt than they do Most practitioners use the weighted average cost of capital (WACC) in valuation and appraisal -- but when should an alternative approach be used This book will help you find the answers. The Real Cost of Capital is required reading for anyone involved in the practical issues of cost of capital decisions. It brings together the latest academic thinking with practical requirements in a real-life context, and the authors have used their combined experience of advising governments and international blue-chip companies to bring readers up to date with current...



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