



Corporate Strategy and Financial Analysis: Managerial, Accounting and Stock M.

By David; Williams

Financial Times Prentice Hall, 1993. Taschenbuch. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - This student-centred book provides a set of financial tools and techniques for gaining access to and evaluating a company's corporate and business strategy. It helps students to research information on a company, develop a generic Frameworks for analysing a company's business environment and the industry in which it operates. Students learn how to combine financial and non-financial information in order to come up with a balanced overall assessment of a company's strategy and hence its likely future performance. A third of the book is devoted to the way in which stock-market information can be used to assess and value a company. 384 pp. Englisch.

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