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Soggetti	Corporations—Finance Accounting Bookkeeping Business enterprises—Finance Macroeconomics Capital market Corporate Finance Accounting/Auditing Business Finance Macroeconomics/Monetary Economics//Financial Economics Capital Markets
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I Fundamental analysis of the company -- 1 “Strategic Formula” of the firm -- 2 Economic and financial dynamics of the firm -- Part II Asset pricing -- 3 Risk and return in the capital market -- 4 Mean-variance approach -- 5 Equilibrium models in capital market -- Part III Corporate value -- 6 Capital structure choices of the company and the cost of capital -- 7 Equity valuation -- 8 Enterprise valuation -- 9 Option valuation.
Sommario/riassunto	This book integrates the models employed in the fundamental analysis of a company with the models used by investors in the capital markets to diversify risks and maximize expected returns. The underlying thesis is that the company creates value only if the return on capital invested

exceeds the cost of capital, while the objective is to demonstrate how integration of the fields of corporate finance and asset pricing enables comprehensive and accurate company valuation. Companies can thrive only if they are able to create value for shareholders over time. A company's value creation and the correct approach to its measurement require two main skills: first, the ability to analyze and evaluate the company's fundamentals with respect to its business model and its performance over time; and second, knowledge of investors' models with regard to risk diversification and return maximization from which the cost of capital for the firm is derived. Based on this perspective, the book combines rigorous quantitative analysis with effective use of graphics to aid intuitive understanding.
