1. Record Nr. UNINA9910825262303321 Autore Mercer Z. Christopher Titolo Business valuation: an integrated theory // Z. Christopher Mercer, Travis W. Harms Pubbl/distr/stampa Hoboken, N.J., : John Wiley & Sons, c2008 **ISBN** 1-119-19708-2 1-280-97426-5 9786610974269 0-470-17866-3 Edizione [2nd ed.] Descrizione fisica 1 online resource (290 p.) Collana Wiley Series in Finance;; v.17 Altri autori (Persone) HarmsTravis W MercerZ. Christopher Disciplina 658.15/5 Soggetti Business enterprises - Valuation Corporations - Valuation Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Rev. ed. of: Valuing enterprise and shareholder cash flows. Memphis: Note generali Peabody Pub., 2004. Series from jacket. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Business Valuation: An Integrated Theory, Second Edition; Contents: Introduction; THE INTEGRATED THEORY OF BUSINESS VALUATION DEFINED: THE INTEGRATED THEORY PROVIDES ANSWERS: WHO SHOULD READ THIS BOOK?; THE QUANTITATIVE MARKETABILITY DISCOUNT MODEL; Chapter 1: Discounted Cash Flow and the Gordon Model: The Very Basics of Value: INTRODUCTION: COMMON QUESTIONS: THE BASIC TOOLS OF VALUATION; DIVIDENDS, REINVESTMENT, & GROWTH; NET

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