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Nota di contenuto	1. Introduction: an overview of corporate financial management -- 2. Determining the short-term growth rate using the extended Dupont system of financial analysis -- 3. Determining the long-term growth rate -- 4. Calculating the beta coefficient and required rate of return for Coca-Cola -- 5. Free cash flow to equity -- 6. Valuing Coca-Cola -- Appendix -- References -- Index.
Sommario/riassunto	The value of a corporation is the discounted present value of future cash flows provided by the company to the shareholders. The valuation process requires that the corporate financial decision maker determine the future free cash flow to equity, the short-term growth rate, the long-term growth rate, and the required rate of return based on market beta. The objective of this book is to provide a template for demonstrating corporate valuation using a real company--Coca-Cola. The data used in this book comes from the financial statements of Coca-Cola available on EDGAR. Other data are from SBBI, Yahoo! Finance, the U.S. Bureau of Economic Analysis, Stocks, Bonds, Bills, and Inflation, Market Results for 1926-2010, 2011 Yearbook, Classic Edition, Morningstar, and US Department of the Treasury.