

1. Record Nr.	UNINA9910877378903321
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Titolo	Free cash flow : seeing through the accounting fog machine to find great stocks // George C. Christy
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2009
ISBN	1-282-68542-2 9786612685422 1-118-26684-6 0-470-43809-6
Descrizione fisica	1 online resource (208 p.)
Collana	[Wiley finance]
Disciplina	332.63/22
Soggetti	Cash flow Cash management Corporations - Cash position Investment analysis
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Series from jacket.
Nota di bibliografia	Includes bibliographical references (p. 168-173) and index.
Nota di contenuto	FREE CASH FLOW: Seeing Through the Accounting Fog Machine to Find Great Stocks; Contents; Foreword; Preface; Chapter 1: Investing 101; Chapter 2: The Accounting Fog Machine; Chapter 3: Free Cash Flow; Chapter 4: The Free Cash Flow Statement; Chapter 5: Free Cash Flow Deployment; Chapter 6: The Free Cash Flow Worksheet; Chapter 7: Six Companies; Chapter 8: The CEO and Investor Return; Chapter 9: Finding Great Stocks; Appendix A: Equations; Appendix B: McDonald's Income Statement; Appendix C: McDonald's Balance Sheet; Appendix D: McDonald's ROIIC and Weighting Appendix E: McDonald's ROIIC Calculations Appendix F: Recommended Reading; Notes; Acknowledgments; About the Author; About the Web Site; Index
Sommario/riassunto	The purpose of this book is to explain Free Cash Flow and how to use it to increase investor return. The author explains the differences between Free Cash Flow and GAAP earnings and lays out the disadvantages of GAAP EPS as well as the advantages of Free Cash Flow. After taking the reader step-by-step through the author's Free Cash

Flow statement, the book illustrates with formulas how each of the four deployments of Free Cash Flow can enhance or diminish shareholder return. The book applies the conceptual building blocks of Free Cash Flow and investor return to an actual company: McDonald's.
