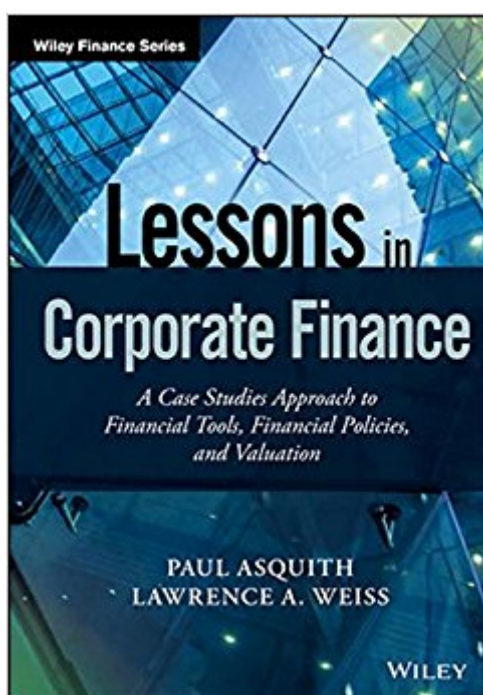


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# Lessons In Corporate Finance: A Case Studies Approach To Financial Tools, Financial Policies, And Valuation (Wiley Finance)



## Synopsis

A discussion-based learning approach to corporate finance fundamentals *Lessons in Corporate Finance* explains the fundamentals of the field in an intuitive way, using a unique Socratic question and answer approach. Written by award-winning professors at M.I.T. and Tufts, this book draws on years of research and teaching to deliver a truly interactive learning experience. Each case study is designed to facilitate class discussion, based on a series of increasingly detailed questions and answers that reinforce conceptual insights with numerical examples. Complete coverage of all areas of corporate finance includes capital structure and financing needs along with project and company valuation, with specific guidance on vital topics such as ratios and pro formas, dividends, debt maturity, asymmetric information, and more. Corporate finance is a complex field composed of a broad variety of sub-disciplines, each involving a specific skill set and nuanced body of knowledge. This text is designed to give you an intuitive understanding of the fundamentals to provide a solid foundation for more advanced study.

Identify sources of funding and corporate capital structure  
Learn how managers increase the firm's value to shareholders  
Understand the tools and analysis methods used for allocation  
Explore the five methods of valuation with free cash flow to firm and equity  
Navigating the intricate operations of corporate finance requires a deep and instinctual understanding of the broad concepts and practical methods used every day. Interactive, discussion-based learning forces you to go beyond memorization and actually apply what you know, simultaneously developing your knowledge, skills, and instincts. *Lessons in Corporate Finance* provides a unique opportunity to go beyond traditional textbook study and gain skills that are useful in the field.

## Book Information

Series: Wiley Finance

Hardcover: 496 pages

Publisher: Wiley; 1 edition (April 4, 2016)

Language: English

ISBN-10: 111920741X

ISBN-13: 978-1119207412

Product Dimensions: 7.4 x 1.3 x 10.1 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 4.9 out of 5 stars 22 customer reviews

Best Sellers Rank: #65,641 in Books (See Top 100 in Books) #13 in Books > Business & Money

> Finance > Corporate Finance > Valuation #156 inÂ Books > Textbooks > Business & Finance > Finance #390 inÂ Books > Textbooks > Business & Finance > Management

## Customer Reviews

A business can withstand bad products, ineffective marketing, and negative earnings yet still stay in business; as long as there's positive cash flow. Managing cash flow is one of the key responsibilities of the chief financial officer (CFO), who also makes decisions on how to obtain and invest capital. All successful CFOs use a specialized set of financial tools to make value-enhancing business decisions, and *Lessons in Corporate Finance* is your state-of-the-art toolbox. This refreshingly original treatment of corporate finance looks at case studies from the business world, as early as the 1970s up to today, and sheds light on the theory and practical formulas driving the decision-making process in all areas of corporate finance, including capital structure and financing, pro forma forecasts, valuation, dividends, debt maturity, asymmetric information, and more. Written by award-winning professors at M.I.T. and Tufts University, this versatile guide incorporates years of research and instructional expertise to deliver a personable, interactive resource. The masterful discussion-based format goes beyond simple memorization and facilitates applicable learning that enables you to simultaneously develop your knowledge, skills, and instincts. By the end, you will know how to:

- Evaluate a firm's financial health using ratios and other financial tools
- Make certain a business does not run out of cash by proficiently managing and forecasting cash flows
- Choose the best capital structure for a company and navigate the trade-offs between the various financing alternatives
- Make good investment decisions by accurately valuing investment projects, including determining relevant cash flows and proper discount rate
- Effectively combine investment and financing decisions to facilitate leveraged buyouts, private equity, and mergers and acquisitions

*Lessons in Corporate Finance* gives you everything you need to maneuver in the intricate operations of corporate finance with a deep and instinctual understanding of the broad concepts and practical methods used every day.

Praise for *Lessons in Corporate Finance* "Lessons in Corporate Finance presents the technical concepts in a very thoughtful manner that, combined with the case illustrations, provide a real window into the world in which CFOs operate every day." #151;Daniel J. Brennan, Executive Vice President and Chief Financial Officer, Boston Scientific "Asquith and Weiss provide a highly readable, clear, and practical treatment of corporate finance. This book will help any manager make better investment and financing decisions." #151;Steven Neil Kaplan, Neubauer Family

Distinguished Service Professor of Entrepreneurship and Finance, The University of Chicago Booth School of Business "Lessons in Corporate Finance, by Asquith and Weiss, provides an intuitive, step-by-step introduction to both the tools and theory of finance. The clarity of the presentation is not surprising given the fact that it is by two academics who changed the theory and practice of corporate finance in the 1980s and 1990s. While clearly useful as a textbook, it is even more suited to finance practitioners who may not be familiar with all the underpinnings of finance theory."

Matthew E. Zames, Chief Operating Officer, JP Morgan Chase & Co. Join the Discussion on the Essentials of Corporate Finance Lessons in Corporate Finance is a one-of-a-kind instructive experience, developed by two top educators in finance, that uses examples of actual companies to discuss the theory, tools, and techniques that enable chief financial officers (CFOs) to consistently make valuable decisions. The deliberate question-and-answer format develops your intuitive understanding of the fundamental principles and tools of corporate finance to ensure a solid foundation for real-world practice and advanced study. Fulfill every major role of a CFO by making good investment and financing decisions, as well as ensuring a consistent cash flow with the ability to:

- Identify sources of funding and corporate capital structure
- Use strategic management to increase a company's value to shareholders
- Efficiently apply the tools and analysis methods for allocation
- Value a firm and project in a variety of different ways within four main families

Go beyond the traditional textbook with Lessons in Corporate Finance, and prepare yourself to meet the academic and practical demands of the real business world.

Lessons in Corporate Finance is one of those rare books that can be understood by a general audience yet still appeal to a professional in the field. It allows the reader to understand corporate finance at a basic level, and then through case studies, walks the reader through more and more complex concepts and calculations, while continuously reinforcing the information from previous chapters. It is this iterative process that makes the book so useful and surprisingly easy to follow. Whether you want to Occupy Wall Street or work on Wall Street, this is an essential book. If you have an interest in government or public policy, Lessons in Corporate Finance will provide the knowledge you need to understand business strategy enabled through our current accounting laws and financial tools. I am a much more informed reader of the news and am more knowledgeable about different economic proposals. What kept me reading this book and working through the formulas (and if you don't want to work through all of the formulas in this book, you do not need to as their use and importance is clearly laid out. The book does show you how the math is worked through, which is a useful exercise if you want to get a deeper knowledge) is the humor sprinkled

throughout the book - either as asides or embedded in the text . Professor Asquith has a great sense of humor and I thoroughly enjoyed his lampooning of government agencies, corporations, b-school students, and his co-author. This book cares that the reader understands finance, and it is written to maximize the learning and enjoyment of the reader. It's this care for the reader's experience that makes this a must buy.

"Lessons in Corporate Finance" is a unique book in many regards. It marries corporate finance and accounting, two essential knowledge banks for anyone studying or working in the corporate world. The authors span four decades and provide perspective on the myriad changes that have taken place in corporate transactions, focusing on companies across a broad swath of industries, both "old" and "new". In particular, I highlight the analysis of Apple and the analysis of the issue of whether the company should pay dividends. In a transparent fashion, Messrs. Asquith and Weiss do an exhaustive analysis of Apple's history, its corporate and financial situation in 2012, and the implications of various possible decisions. This brings me to the most striking aspect of the book: the manner in which it is written, almost like a conversation between the professors and their students, making it highly accessible for readers. Whether you use this book as a reference, to learn about the subject matter, or as classroom material, the end note should not be skipped: Rules to Live By. Having worked in financial services for over two decades, I highly recommend this book for practitioners and students alike.

Great book...I had the pleasure of attending a case study taught by Asquith while in business school and he is an excellent professor. The material is fun to read in a conversation-like manner, yet still includes all the academic and theoretical underpinnings of both historical and modern corporate finance. I have read numerous finance textbooks and this was the single best source for a complete understanding of three primary topics: managing cash flow, evaluating investments, and understanding alternative financing methods. Highly recommended for both seasoned finance practitioners (because of the nuances taught in the book) and those with little corporate finance knowledge to receive a macro to micro view of the subject.

"Lessons.." array of case histories are very relatable - even for non-finance types. ( I skipped the numbers! Amazingly, I learned a lot.) The "talky" feel, Q and A style, makes a complex landscape understandable - principles of cash flow, debt, market place realities, risk; when/how they're bad, good, or even real. What I found most interesting was seeing how each company's choices, in a

given financial environment, led to success or failure. Bottom line: the way leadership evaluates risk - the roads taken or not - is everything. If you want to get the basics of corporate finance, this is a great book.

HIGHLY recommend this book if you want to learn about corporate finance and what a CFO does. I don't have any finance background but everything in this book is very accessible and so interesting that you just can't stop reading (if you are willing to look up several terms when you don't understand)! The book is conversational and you feel like talking to the authors in person. The book is so good that after reading it I also looked for other books by the same authors but couldn't find any. Guess they put all best stuff into this book, so yeah get the book and learn from the smart people!

This book is fantastic. With no prior knowledge of corporate finance, but an eagerness to learn more about what I read every day in the WSJ, I picked up this book. Each chapter does a fantastic job at reviewing topics in "case format" or story-like narrative to provide a compelling picture of the topics discussed. This book took what I saw as a daunting subject and made it approachable, funny and interesting. It's a well-written guidebook to the financial world of corporations! Highly recommend.

From real life case studies to rigorous theory of corporate finance Asquith and Weiss have achieved a true pedagogical *tour de force*. *Lessons in Corporate Finance* is a novel and refreshing alternative to traditional textbooks. It takes you to the same destination but traveling there is a lot more fun. Serious students of corporate finance - whether they are MBAs or executives will find that this book makes corporate finance come alive! A great read.

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