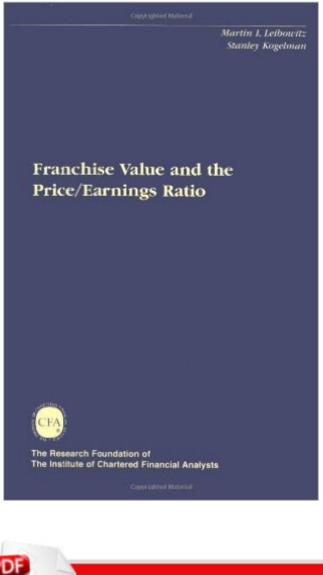
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Franchise Value And The Price/Earnings Ratio (The Research Foundation Of AIMR And Blackwell Series In Finance)





Synopsis

This monograph develops the franchise value approach to analyzing the prospective cash flows that determine a company's price-to-earnings ratio. The franchise factor model retains the simplicity and intuitive appeal of the dividend discount model, but it offers the advantages of flexibility in application and insight into the components of P/E growth.

Book Information

Paperback: 239 pages Publisher: Research Foundation of AIMR & Blackwell Publishers (January 15, 1991) Language: English ISBN-10: 0943205212 ISBN-13: 978-0943205212 Product Dimensions: 6.1 x 0.6 x 9 inches Shipping Weight: 12.8 ounces Average Customer Review: Be the first to review this item Best Sellers Rank: #2,639,176 in Books (See Top 100 in Books) #249 in Books > Business & Money > Finance > Corporate Finance > Valuation #1255 in Books > Business & Money > Accounting > Managerial #3291 in Books > Textbooks > Business & Finance > Finance

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