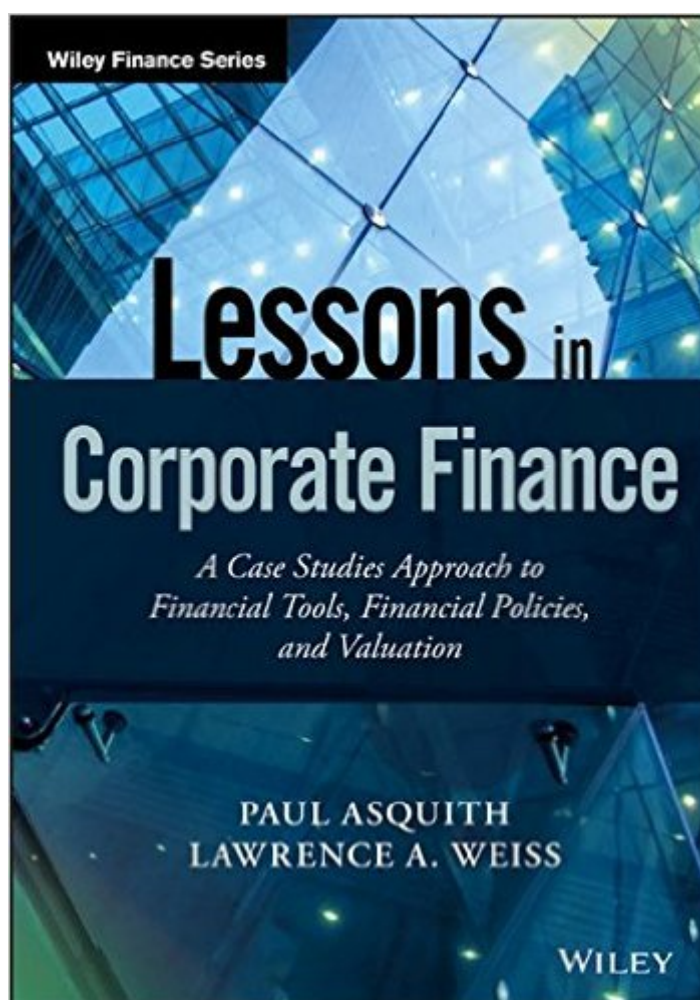


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# Lessons In Corporate Finance: A Case Studies Approach To Financial Tools, Financial Policies, And Valuation (Wiley Finance)



## 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

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## Customer Reviews

As someone who read this book from the perspective of both a beginner in corporate finance and an equity analyst intern, I can say with confidence that there is a lot of value within this text for all types of students of finance. To start, I began this book with limited experience as I've only taken a few accounting classes in college; specifically a financial accounting class with Professor Weiss. For this reason, "Lessons in Corporate Finance" was a great introduction to the building blocks of corporate finance that are essential to understanding the tools of how to examine the financial health of a business (IE ratio analysis, Dupont analysis, calculating the WACC, etc). Furthermore, the combination of academia and practical knowledge, which is displayed by the numerous case studies, is a fun way to contextualize the material of the book; I thoroughly enjoyed how the case studies included in the book ranged from the 1970s (Massy Furguson) to today (Dollar General and Dollar Tree) because I felt like I was reading a history book on corporate America. This book proved to be pivotal during my summer internship as an equity analyst at a mutual fund that relied heavily on using the DCF and Dupont analysis. Without this book, I don't believe I would have been able to understand the basic financial drivers of businesses that are hidden within the financial statements (it is one thing to know what the ROA or the ROE of a business represent, but it is entirely different conversation when you are being asked to determine whether the incremental returns of a business should increase or decline over time). Ultimately, I would recommend "Lessons in Corporate Finance" to anyone who has a passion for learning more about finance because the authors do a wonderful job of introducing the basics, while also choosing specific details that are essential to examining a business.

Experience over several decades of teaching, working and researching corporate finance shines out from this book. The systematic and common sense driven approach to cases that get more complicate during the course of the book guides any student, manager and professional to the uncompromising analysis of financial situation of the case companies. The question and answer-style challenges the reader and carries him through the book and learning takes place without noticing. No stone is left to be turned, readers not savvy to accounting and finance learn the logic on how the professionals analyze the financial situation of a company. The authors have a really fresh take on a topic that traditionally is taught in not so riveting way, a must read.

"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.

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.

From real life case studies to rigorous theory of corporate finance Asquith and Weiss have achieved a true pedagogical *â œtour 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 *â “* whether they are MBAs or executives will find that this book makes corporate finance come alive! A great read.

This corporate finance book is different from all the others I read so far. It explains the single steps by using real and fictional cases. After introducing the case the authors describe and explain the theory behind it. Then they lead the reader step by step through the cases and offer their favored solution. Everything they describe is good to follow and it makes a lot of fun to work with this book. I really want to recommend it!!

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