



Principles of Cash Flow Valuation: An Integrated Market-Based Approach (Graphics Series)

Joseph Tham, Ignacio Velez-Pareja

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The valuation of assets, both tangible and intangible, is an important element of corporate finance. Putting a price tag on ideas is almost impossible, and in the new economy, where companies grow dependent on intangible assets all the time, market volatility can be attributed in large part to our collective ignorance of their value. There are two basic approaches to valuation: from financial statements to cash flows, and from cash flows to financial statements. The former projects historical financial statements into the future and the latter attempts to construct cash flow statements and use them in forecasting future financial statements. Established companies use the first method and start-ups the second. In *Principles of Cash Flow Valuation*, the authors strive to "close the gap" between these two approaches by presenting the principles of cash flow valuation and cost of capital in a clear and systematic fashion.

- * Provides the only exclusive treatment of cash flow valuation
- * Authors use examples and a case study to illustrate ideas
- * Presentation appropriate for a range of technical backgrounds: ideas are presented clearly, full exposition is also provided
- * Named among the Top 10 financial engineering titles by **Financial Engineering News**

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