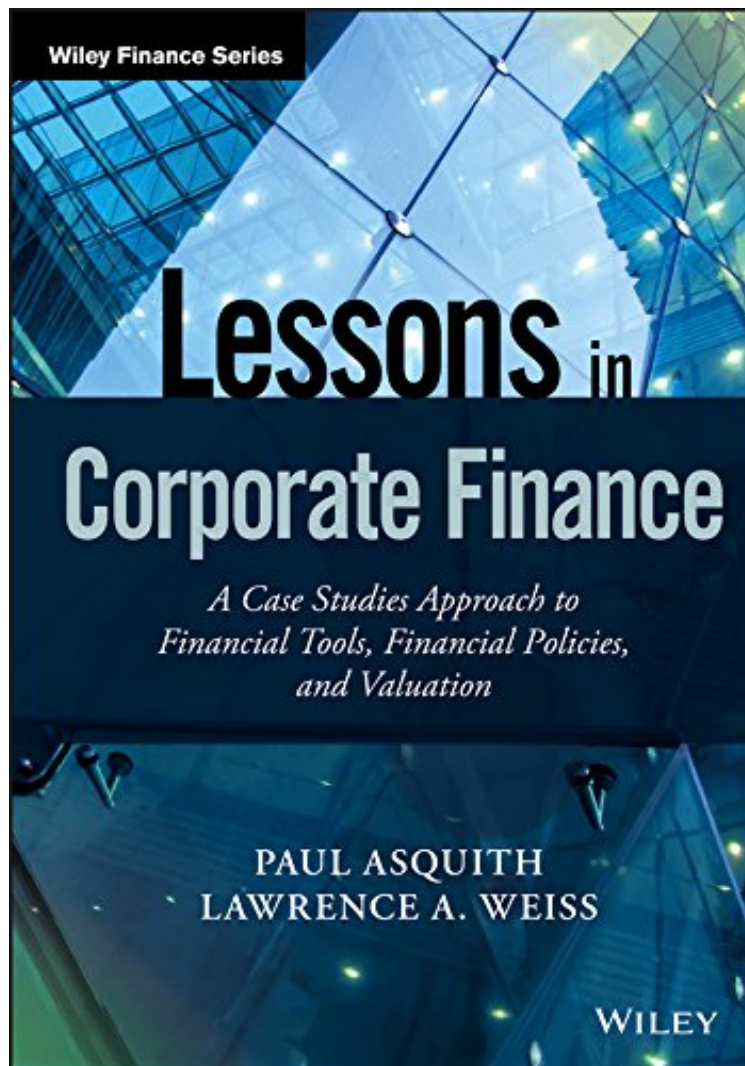


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## Lessons in Corporate Finance: A Case Studies Approach to Financial Tools, Financial Policies, and Valuation (Wiley Finance)

*Paul Asquith, Lawrence A. Weiss*  
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**Paul Asquith, Lawrence A. Weiss : Lessons in Corporate Finance: A Case Studies Approach to Financial Tools, Financial Policies, and Valuation (Wiley Finance)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Lessons in Corporate Finance: A Case Studies Approach to Financial Tools, Financial Policies, and Valuation (Wiley Finance):

0 of 0 people found the following review helpful. A Practical Guide to Corporate Finance with a Slice of Humor By Scott Alessandro 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. 0 of 0 people found the following review helpful. almost like a conversation between the professors and their students By Customer "*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. 0 of 0 people found the following review helpful. Great book. By Customer 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.

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.

From the Inside Flap 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.

**From the Back Cover**  
**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." mdash;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." mdash;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." mdash;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.

**About the Author**  
**PAUL ASQUITH** is the Gordon Y. Billard professor of finance at M.I.T.'s Sloan School. He is a specialist in corporate finance and has written on all areas of corporate finance including mergers, LBOs, equity issues, dividend policy, and more. **LAWRENCE A. WEISS** is professor of International Accounting at The Fletcher School of Law and Diplomacy at Tufts University. He is a specialist in accounting and finance and has written on corporate bankruptcy, firm performance, international accounting, mergers, and more.