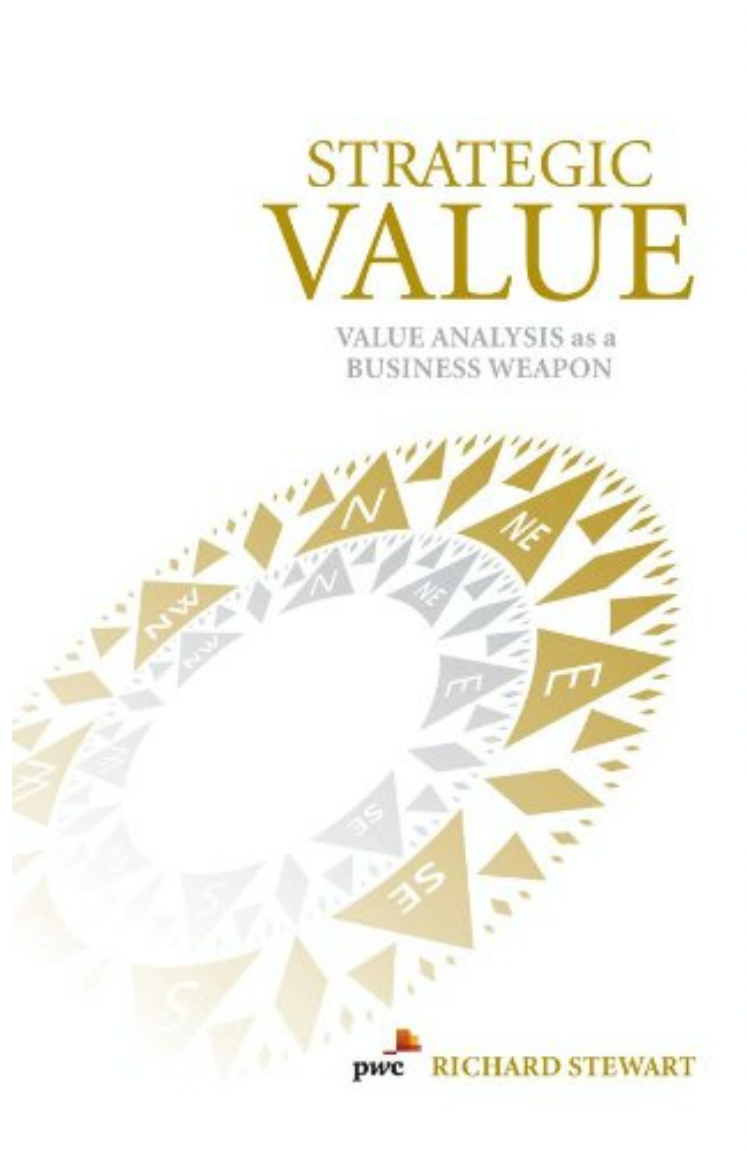


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Strategic Value: Value Analysis as a Business Weapon

Richard Stewart

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Richard Stewart : Strategic Value: Value Analysis as a Business Weapon before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Value: Value Analysis as a Business Weapon:

0 of 0 people found the following review helpful. Interesting and informativeBy PoojaHaving read a fair few books on the art/science of valuation, I can confidently endorse Strategic Value as being one of the most interesting and informative reads. The book neatly captures the quantitative as well as the qualitative aspects of `value'. What sets Strategic Value apart is the manner in which the valuation concepts are made memorable - particularly through the use of real-life examples.In addition, the structure of the book caters to a wide range of audiences. I would highly

recommend Strategic Value to anyone wanting to understand the worth of their business, as well as those who are looking to increase the value of their business.

Right now, businesses are operating in an environment of volatility and risk never before seen in financial markets. Uncertainty is up, confidence is down and value is anyone's guess. there's never been a greater need to understand value and to be able to assess it. And there's never been a better time to make real changes to improve the overall competitive advantage of your business. StRAtEGIC VALUE provides a lucid framework for assessing how much your business is worth, what risks confront it, and how you can add value to it. First, StRAtEGIC VALUE offers a clear guide to conducting a valuation. Next it addresses what to do when things go wrong, equipping readers with four tried and tested methods for analysing risk - because, as valuation expert Richard Stewart points out, when the stakes are high and the risks are real, knowledge is power. the picture is completed with five ways in which a senior executive can increase the value of their business. this down-to-earth and exceptionally practical guide draws on parallels with sailing, gambling and poker. the reason? Just as in business valuation, all three endeavours require participants to understand what's at stake and the risk associated with that stake, and to grasp the strategies through which they might improve their position. In today's post-GFC economy, valuation is not so much an accounting add-on as a core business skill. StRAtEGIC VALUE is vital reading for CFOs and senior financial executives, heads of strategy, current and future entrepreneurs, investors - especially corporate portfolio managers - and any businessperson who has responsibility for the strategic direction of their company.