



CFROI Valuation

Bartley J. Madden

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Read this book if you want to find out what really drives the wealth generation in any business, allowing you to pick which equities will succeed and which strategic initiatives are destined for high returns.

The CFROI model is an essential tool for professionals working in finance and corporate strategy. It clarifies how economic value is created in a firm and acts as a reliable guide to:

- * making investment decisions
- * taking key strategic decisions
- * understanding economic value

Shows how to judge and compare individual equities across markets and company sectors

Cutting edge theory and practice

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