



## Real Options and Corporate Strategy

By Christian Berner

Diplom.De Feb 2000, 2000. Taschenbuch. Book Condition: Neu. 210x148x14 mm. This item is printed on demand - Print on Demand Neuware - Diploma Thesis from the year 2000 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, University of Applied Sciences Essen (Internationales Management), language: English, abstract: Inhaltsangabe:Abstract: Every investment, for example new facilities, new products, or strategic partnerships is driven by the pursuit of creating  $\zeta$ values $\zeta$ . Major changes are going on in the valuation of investments. Although the  $\zeta$ classic $\zeta$  shareholder value concept is still a valuable source for identification of value drivers of strategic management, it needs to be extended in terms of its ability to evaluate long-term investment choices. Far too long capital budgeting has only been considered under aspects of its contribution to an overall added economic value rather than focusing on a firm's resources. Recent research emphasized the strategic value of resources leading to formulate the approach of a  $\zeta$ resource-based view $\zeta$  of a firm's activities. Usually management tries to capture future development with  $\zeta$ static $\zeta$  methods of capital budgeting, i.e. future cash-flows are discounted with a fixed risk-adjusted discount rate. However, the finding of present values and capitalized values could produce pitfalls in investment...



**READ ONLINE**  
[ 9.23 MB ]

### Reviews

*Very beneficial to all of class of people. I am quite late in start reading this one, but better then never. You may like just how the writer create this publication.*

-- **Audra Klocko PhD**

*Thorough information! Its this type of great go through. It is amongst the most incredible publication i actually have read through. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Germaine Welch**