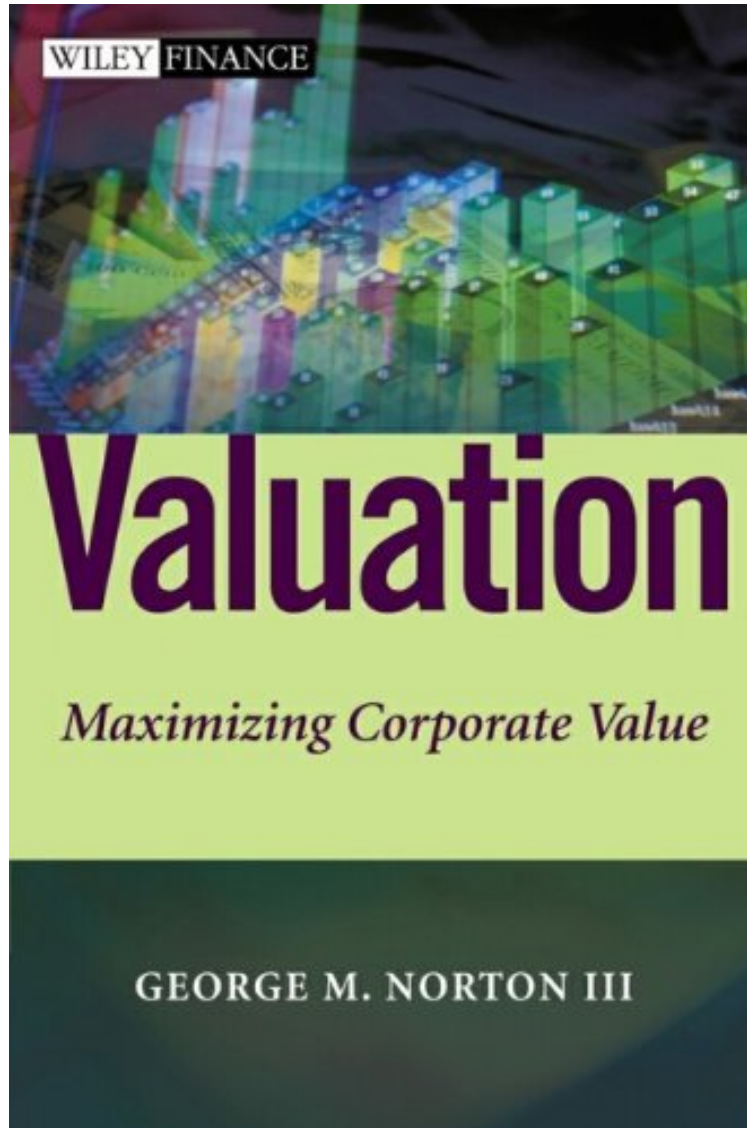


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## Valuation: Maximizing Corporate Value (Wiley Finance)

*George M. Norton III*

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**George M. Norton III : Valuation: Maximizing Corporate Value (Wiley Finance)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Valuation: Maximizing Corporate Value (Wiley Finance):

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instructions he provides, involving key leaders and stakeholders in the planning and assessment process. Most impressive is the way the author explains straightforward methods for valuation and financial analysis, with guidelines on how to apply the results to future plans. This book is highly recommended for organizational leaders, especially those who desire a practical approach to strategic planning. 0 of 0 people found the following review helpful. Accrates incompatible staff IDingBy George M Norton Some business advice is just priceless ... and timeless. Best investment I've made ... we walked through the steps for three months and are now on a better track without two department heads whose values sharply differed with ours

Outlines an effective evaluation methodology for assessing the value of any organization Valuation offers methods to accelerate the achievement of explicitly stated goals through external means and discusses the implications for valuation that would aid in the prioritization and execution of the most favorable strategies. Filled with numerous checklists and forms, this comprehensive resource addresses important valuation issues for many different situations.

From the Inside Flap Before a corporation (or, for that matter, a sole proprietorship, a partnership, a privately owned business, or not-for-profit organization) can achieve its maximum potential, its personnel must reach a common understanding of the organization's mission and strategic goals, and develop a sense of urgency regarding their achievement. In *Valuation: Maximizing Corporate Value*, George Norton offers a hands-on guide to incorporating sound strategic and valuation principles into decision-making throughout the organization. Valuation shows how, by understanding and using a few simple concepts, the leaders and members of any type of organization can enhance their daily and long-term satisfaction, as well as that of their key stakeholders, while simultaneously reaping substantial financial rewards. With an effective valuation methodology, organization owners, managers, and other employees can assess the value of an organization, predict its financial direction, and construct a strategic framework for controlling where it should be taken. Among other features, this book:

- \* Provides numerous checklists and forms to facilitate the development and execution of a value-enhancing strategic framework for any type of organization
- \* Describes discounted cash flow and its role in enhancing organization value
- \* Discusses what is the "right" cost of capital to use
- \* Utilizes sample company examples to demonstrate real world applications
- \* Spells out the specific steps required to facilitate reaching group consensus

The book's first three chapters show how-in simple language-to conduct a strategic audit, calculate the current value of the organization, and characterize the strategic landscape. Chapters 4 through 7 explore how to use a strategic framework to develop a foundation for future action, focusing on the development of long-term goals and specific techniques to quantify the economic impacts of alternative strategies. The final, "action-oriented" chapter on implementation analyzes the particulars of executing selected strategies. *Valuation: Maximizing Corporate Value* shows how an organization with shared values and a common language can better identify and achieve key objectives. Entrepreneurs, financial specialists, appraisers, and other management professionals and advisors will benefit from its time-tested techniques.

From the Back Cover A professional's guide to assessing value, developing strategy, and achieving goals "George Norton has made the complex subject of business valuation and value creation understandable. The book is a straightforward, 'how-to' guide for business owners, CEO's and other senior executives that links strategy and tactics to long-term stakeholder satisfaction. For a business book it is not only a 'good read,' it is a 'must read. ' " -Craig Lentzsch, President and CEO, Greyhound Lines, Inc. "George Norton has always been able to distill complex problems and concepts into practical and valuable solutions. This book distills his years of experience into the straightforward and useful advice that has helped many companies and executives increase value and advance their careers. This book gives a complete framework that, if followed, will help increase company value." - Marc Particelli, President and Chief Executive Officer, Modem Media "Mr. Norton addresses the subject in the most straightforward yet deeply thoughtful and strategic manner possible. Over the last twenty years I have watched him build his knowledge of the subject, and this book bears evidence to the hard work of the last two decades. Recommended reading for business and finance professionals, as well as legal professionals who want a grounding in the subject." - Weston Anson, Chairman of CONSOR Intellectual Asset Management Consultants "Mr. Norton's book provides a plethora of keen, insightful, and useful ideas enabling managers to develop a practical framework for strategic decision-making." - Geoffrey L. Stack, Managing Director, Sares-Regis Group

About the Author GEORGE M. NORTON III is the Managing Partner of George M. Norton Associates, a national management consulting firm that specializes in strategic management, acquisition implementation, and ownership transition.