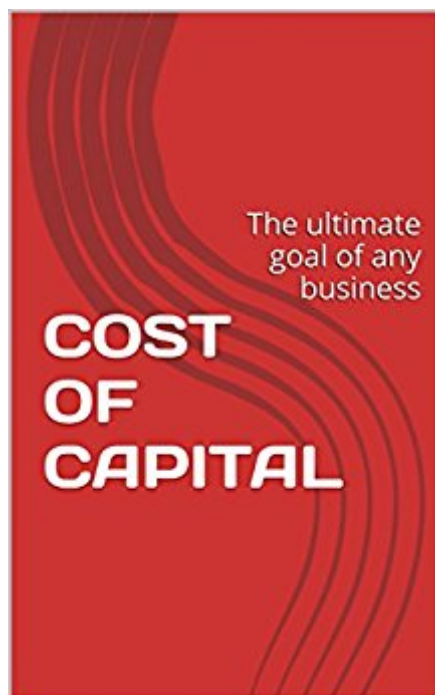


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# COST OF CAPITAL: The Ultimate Goal Of Any Business



## Synopsis

The ultimate goal of any business is creating value for its shareholders. Investments or projects that are capable of earning returns greater than the cost of capital add value for shareholders.

Therefore, by ignoring the cost of capital, companies run the risk of misallocating capital and thereby destroying, rather than creating shareholder value.

## Book Information

File Size: 676 KB

Print Length: 26 pages

Publication Date: May 19, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01FXM8C4U

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #1,032,965 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #120

in Kindle Store > Kindle eBooks > Business & Money > Management & Leadership >

Consolidation & Merger #399 in Books > Business & Money > Management & Leadership >

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