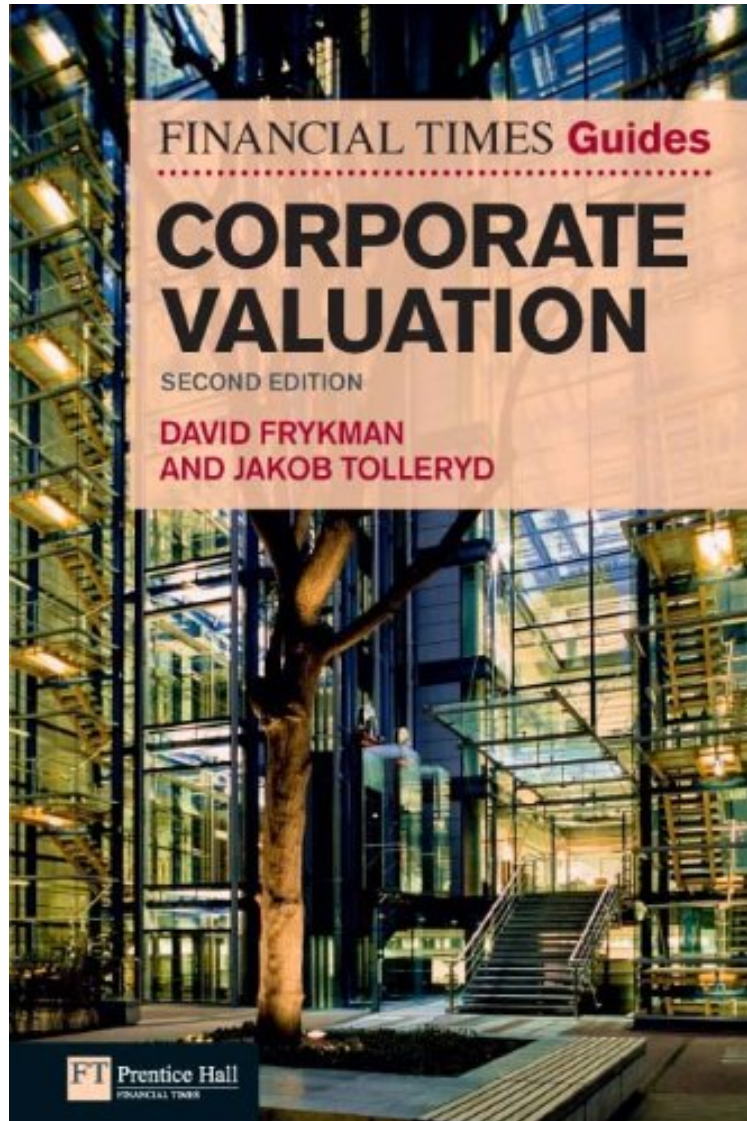


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The Financial Times Guide to Corporate Valuation (The FT Guides)

David Frykman, Jakob Tolleryd
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David Frykman, Jakob Tolleryd : The Financial Times Guide to Corporate Valuation (The FT Guides) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Financial Times Guide to Corporate Valuation (The FT Guides):

0 of 2 people found the following review helpful. Not clean one. By RayI haven't read yet. It's the most expensive one of the four books I bought, but when I got this book I found the last five or more pages are a little bit dirty. It makes me unhappy. 1 of 1 people found the following review helpful. Takes the theories into the "real world" By Daniel Hunter Compared to many similar books I have read this book truly focuses on the most important and interesting parts of valuation. The reader benefits from being able to quickly understand the broader concepts without losing interest.

Another thing I like is that the book can be used both by beginners/students and by more advanced practitioners. Even if I have studied Finance for a few years there are ideas/models presented in the book which are new to me. The chapters explain valuation techniques such as multiples and discounted cash flow (DCF) valuation. Moreover, the book also discusses the underlying key value drivers and management's role in a company. All of this is presented in a very accessible way. I'm learning a tremendous amount from this book, and I would highly recommend it!

Pros: Wide-ranging and accessible content
Good structure and easy to read
Plenty of illustrative graphs and examples
Cons: Contains no resource CD with additional learning materials

0 of 0 people found the following review helpful.
Recommended!!
By Carl ZI bought this book and another one on corporate valuation. After starting with the 200 pages FT Guide I have a very hard time motivating myself to the other 600 pages "brick-sized" book - I feel I already know all I need to know...

Understanding valuation is relevant to everyone with an ambition in business. For us at Cevian Capital it is an absolutely critical skill. This book will take you there faster than any other in the field.

Christer Gardell
Former Partner McKinsey, Managing Partner and co-founder of Cevian Capital

A handy, accessible and well-written guide to valuation. The authors manage to capture the reader with high-level synthesis as well as more detailed insights in a great way.

Anna Storakers
Head of Group Strategy Corporate Development, Nordea Bank AB, formerly with Goldman Sachs Co and McKinsey Co

If you can envision the future value of a company you are a winner. Make this comprehensive and diligent book on corporate valuation your companion pursuing transactions and you will succeed.

Hans Otterling,
Founding Partner, CEO Northzone Capital

Both in my previous position as an investment banker and today as an investor in high growth technology companies, corporate valuation has been a most critical subject. The Financial Times guide to Valuationserves as the perfect introduction to the subject and I recommend it to entrepreneurs as well as fellow private investors."

Carl Palmstierna,
former Partner Goldman Sachs, Business Angel

Not only will Financial Times Guide to Corporate Valuation provide you with the basic understanding of corporate valuation, it also gives you an interesting insight into non-operational challenges that companies will face. And it does it all in an unexpectedly efficient and reader friendly manner. If you want to learn the basics and only have a few hours to spare, invest them into reading this book!

Daniel Hummel
Head of Corporate Finance, Swedbank

In this highly accessible and reliable introduction to valuation, Messieurs Frykman and Tolleryd have succeeded in selecting only the essential building blocks in a topic that can otherwise be difficult to navigate. Indeed a guide, this book will prove handy to many of us and a breakthrough to some.

Per Hedberg,
Academic Director Stockholm School of Economics

This book provides an accessible and informative entry point to the vast topic of valuation. The book covers mechanics as well as how value is linked to intangibles, growth opportunities and industry structure, all the way providing clear examples of every key idea. The authors understand value: they know what is useful, what is practical and what is critical, and give any reader great guidance to the challenge of getting values right.

Bo Becker
Assistant Professor Harvard Business School

"I read Frykman Tolleryds book on Corporate Valuation the first time in the late 90's - the book has not only thought me how to value investments, but also how important it is to focus on long term cashflow when building and leading an organization"

Mikael Schiller
Owner, Chairman, Acne Studios

The easy, no-nonsense approach to corporate valuation.

Fiona McGuire,
Corporate Finance Director FGS

Understanding corporate valuation is crucial for all business people in today's corporate world. No other measure can indicate as completely the current status as well as the future prospects of a company.

The Financial Times Guide to Corporate Valuation is a quick, no-nonsense guide to a complex subject. Whether you're a manager, executive, entrepreneur or student this comprehensive reading guide will help you tailor your learning according to your experience, existing knowledge and time constraints.

Using the example of a fictional European telecommunications company, Mobitronics, as a model, it provides key insights into universal issues in corporate valuation and the most commonly used valuation methods.

THE ONLY STRAIGHTFORWARD GUIDE TO CORPORATE VALUATION

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About the Author
About the authors: David Frykman is the CEO and owner of Fred Ventures, a private

investment company. Previously, he was the CEO and main shareholder of Gymgrossisten (Nasdaq: GYM) and before that a Senior Vice President at Swedbank Markets Corporate Finance. David has also worked with venture capital at Novare Kapital and Spray Investment. In his different roles as owner, board member and CEO, David has conducted a large number of mergers and acquisitions, fund raisings and divestitures. David holds an MSc in economics and finance from Stockholm School of Economics and the Asian Institute of Management as well as a BSc in psychology from Stockholm University. Jakob Tolleryd is a Swedish serial entrepreneur and investor. He is the founder and investor behind a number of companies in the IT/Internet industry. Among them, Compricer; a price comparison site for services, Easyart; the leading European e-commerce company for art prints and Klikki; one of the leading online marketing consultants in Scandinavia. He is also the founder and former CEO of Carambole, a pan-European web service company and a founder of intellectual property consulting company Cogent IPC. Jakob is a regular lecturer and speaker regarding entrepreneurship, growth companies and corporate valuations. Jakob holds an MSc in economics and finance from the Stockholm School of Economics and the Richard Ivey School of Business in Canada. Jakob Tolleryd and David Frykman are also the authors of Valuation of Growth Companies: methods and models for valuation of growth companies, written for The Royal Swedish Academy of Engineering Sciences.