

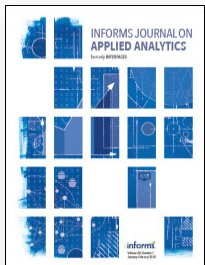
# Finance Theory and Financial Strategy

Stewart C. Myers

Published Online: 1 Feb 1984 | <https://doi.org/10.1287/inte.14.1.126>

## Abstract

Despite its major advances, finance theory has had scant impact on strategic planning. Strategic planning needs finance and should learn to apply finance theory correctly. However, finance theory must be extended in order to reconcile financial and strategic analysis.

[< Previous](#)[Back to Top](#)[Next >](#)

## Volume 14, Issue 1

January-February 1984

Pages 3-173

## Article Information

### Metrics

Downloaded 9 times in the past 12 months

Cited 426 times

### Information

Published Online: February 01, 1984

© 1984 INFORMS

## Cite as

Stewart C. Myers, (1984) Finance Theory and Financial Strategy. Interfaces 14(1):126-137.

<https://doi.org/10.1287/inte.14.1.126>

## Keywords

planning: corporate

finance: corporate finance

PDF download

# Sign Up for INFORMS Publications Updates and News

[SIGN UP](#)

Partners

Atypon

crossref

PORTICO



## Institute for Operations Research and the Management Sciences

5521 Research Park Drive, Suite 200  
Catonsville, MD 21228 USA

INFORMS (Institute for Operations Research and the Management Sciences) is a U.S. 501(c)(3) nonprofit organization; EIN: 52-1898636.

**phone 1** 443-757-3500

**phone 2** 800-4INFORMS (800-446-3676)

**fax** 443-757-3515

**email** [informs@informs.org](mailto:informs@informs.org)

## Get the Latest Updates

[Discover INFORMS](#)

[Explore OR & Analytics](#)

[Get Involved](#)

[Impact](#)

[Join Us](#)

[Recognizing Excellence](#)

[Professional Development](#)

[Resource Center](#)

[Meetings & Conferences](#)

[Publications](#)

[About INFORMS](#)

[Communities](#)

[PubsOnLine](#)

[2024 INFORMS/ALIO/ASOCIO International Conference](#)

[Certified Analytics Professional](#)

[Career Center](#)

[INFORMS Connect](#)

Copyright 2026 INFORMS. All Rights Reserved

[INFORMS Code of Conduct](#) | [Terms of Use](#) | [Privacy](#) | [Contact INFORMS](#) | [Sitemap](#)

Follow INFORMS on:

