Finance Theory and Financial Strategy

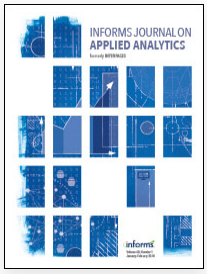
Stewart C. Myers

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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.

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