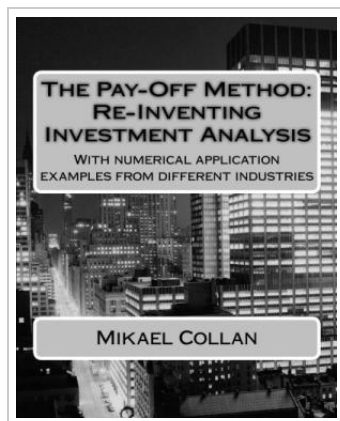




The Pay-Off Method: Re-Inventing Investment Analysis: With Numerical Application Examples from Different Industries

By Mikael Collan D. Sc.

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 128 pages. Dimensions: 9.8in. x 7.9in. x 0.3in. Businesses and managers everywhere are finding out that using the classical investment analysis methods is not enough to cover their need for smart decision-support for high risk, hard to estimate investments under vague information, such as investments into R and D, IPR, and any other strategic projects and assets. This book introduces the pay-off method and shows how the method can enhance investment analysis and decision-support in a profound way. The pay-off method and a selection of tools within the pay-off method arsenal, including real option valuation, are simple to use, transparent, no-nonsense, and intuitive to understand. This book explains the pay-off method in detail and shows with many numerical easy-to-follow examples how the method can be applied in real-world decision-making in different industries. This book shows also how decision-making can be enhanced by visualizing imprecision and how real option valuation can be performed simply. All method presented are easily implementable with the most commonly used spread-sheet software. The pay-off method is a clear continuation to where the old investment analysis methods usually leave us off and gives you a...



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