Strategic Financial Planning

A Manager's Guide to Improving Profit Performance

Harold Bierman, Jr. with epigraphs by Florence M. Kelso

THE FREE PRESS

A Division of Macmillan Publishing Co., Inc.

NEW YORK

Collier Macmillan Publishers LONDON

Contents

If you're running out of time, Just skip the text and read the rhyme.

		FMK
	Preface	vii
1.	Strategy and Decision Making	1
2.	The Cushion: Common Stock	15
3.	The Amplifier: Debt	27
4.	The Stew: The Weighted Average Cost of Capital	39
5.	The Compromise: Preferred Stock	63
6.	The Hybrid: Convertible Debt	77
7.	The Distributions: Dividends and Other Things	94
8.	The Allocation: Capital Budgeting Strategy	111
9.	The Marriage: Mergers and Acquisitions	126
0.	The Complexity: Financial Strategy and Inflation	157
1.	The Bottom Line: Earnings per Share	167
2.	The Soft Debt: Leases	176
3.	The Added Dimension: International Financial Strategy	186
4.	The Fourth Dimension: Risk Management	196
5.	Strategy: A State of Mind	211
	Notes Additional Reading Index	219 220 228