Moro-Visconti

Augmented Corporate Valuation

From Digital Networking to ESG Compliance

Standard corporate evaluation approaches are improved by trendy innovation, especially as it concerns technological scale up and environmental issues such as digital networking or ESG compliance. Whereas traditional firm appraisal follows institutional guidelines and best practices, frontier research still must define the boundaries of these trendy issues, linking a strong theoretical background to practical advances that still need fine-tuning. This book, written by an academic who is also a senior consultant, combines theoretical rigor with practical insights, providing an innovative framework for researchers, evaluators, managers, and practitioners.

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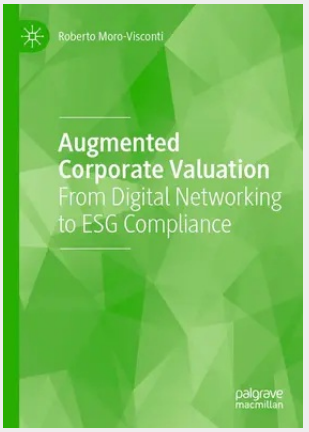

149,79 €
139,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783030971199
Medium: Buch
ISBN: 978-3-030-97119-9
Verlag: Springer International Publishing
Erscheinungstermin: 25.04.2023
Sprache(n): Englisch
Auflage: 1. Auflage 2022
Produktform: Kartoniert
Gewicht: 1009 g
Seiten: 769
Format (B x H): 148 x 210 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)