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Value: The Four Cornerstones of Corporate Finance McKinsey & Company Inc. , Tim Koller , Richard Dobbs , Bill Huyett ISBN: 978-0-470-42460-5 November 2010 272 Pages

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There's a lot of hype in corporate finance. People with very impressive titles use long words and complex spreadsheets to show how they will make the company worth more money--or in corporate-speak, create value. But, as the 2007-2008 financial collapse shows us, there are a lot of ways that people say will create value that's just false.

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The fourth and final cornerstone of corporate finance is that the value of a business depends on who is managing it and what strategy they pursue. Otherwise called the best owner, this cornerstone says that different owners will generate different cash flows for a given business based on their unique abilities to add value.

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Koller, a coauthor of the recently published book Value: The Four Cornerstones of Corporate Finance, describes each principle, explains how it works, and draws on real company case studies to illustrate the strategic choices that executives make to create real value.

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THE FOUR CORNERSTONES 5 the most value. But for businesses with low returns, improvements in ROIC provide the most value. The second cornerstone of finance is a corollary of the first: Value is created for shareholders when companies generate higher cash flows, not by rearranging investors' claims on those cash flows. We call this the ...

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