

Name Index (Chapters where they are mentioned)

- Aaker, David 23
Abascal, Eduardo M. 11
Acampora, Ralph 11
Amram, Martha 22
Anthony, Robert 9
Applegate, Linda 22
Arditti, Fred D. 19
Arino, Miguel A. A
Arnott, Robert D. 11
Baldwin, Carliss 10
Ballarin, Eduard 9
Bartholdy, Jan A
Benninga, Simon 19
Biddle, Gary 14
Black, Fisher 22, A
Blume, M. A
Bodie, Zvi 11
Bolliger, Guido 8
Booth, Laurence 11
Boston Consulting 13, 14
Bowen, Robert 14
Brealey, Richard A2, 11
Brown, Stephen J. 11
Bruner, Robert F. 15
Campa, Jose Manuel 15
Chambers, Donald R 19
Chan, Kam .C. 11
Chung, S. 11
Claus, James 11
Collura, Meredith 22
Cooper, Michael 16
Copeland, Tom E. 2, 9, 11, 12, 13, 16, 19
Cox, John 22
Damodaran, Aswath 8, 9, 11, 16, 17, 18,
19, 20, 21, 22, 23
DeAngelo, L. 19
DeFond, Mark 8
Dimitrov, Orlin 16
Dragonetti, Nicol 23
Edvinsson, Leif 23
Emery, Douglas 19
Estrada, Javier 16
Ezzell, John R. 19, 21
Fama, Eugene 5, 6, 11, A
Faus, Josep 2
Fernandez, Pablo 1, 14, 19
Fisher, Kenneth L. 6
French, Kenneth R.5, 6, 11
Friend, I. A
Fruhan, William E. 18
Fuller, Russell J. 6
Gibbons, Robert A
Hilary, Gilles 8
Glassman, James 11
Goetzmann, William 11
Gordon, Myron 6, 19
Graham, John R. 19
Grandes, Maria J. 9
Green, Jerry 11
Grenadier, Steven 22
Groysberg, Boris 8
Grullón, Gustavo 6
Guay, Wayne 6
Harris, Robert S. 17, 19, 21
Hassett, Kevin A. 11
Houlihan Valuation 23
Hsia, Chi-Chen 6
Hung, Mingyi 8
Hurley, William J. 6
Ikenberry, David 6
Ineichen, Alexande 11
Ingersoll, JonathaA
Inselbag, Isik 19
Interbrand 23
Jaffe, Jeffrey F. 11
Jensen, Michael A
Johnson, Lewis D. 6
Johnson, Paul 2
Jorion, Philippe 11
Kadlec, Charles 11
Kahle, Kathy M. 6
Kalay, Avner 6
Kaplan, Steven 17, 19
Kaufold, Howard 19
Kedia, Simi 15
Keiman, Robert 14
Kester, Carl 18, 22
Kogelman, S. 4, 7
Koller, Tim 9, 11, 12, 13, 16, 19
Kontes, Peter W. 13

- Kose, John 6
Kulatilaka, Nalin 22
Lakonishok, Josef 6
Leibowitz, M. L. 4, 7
Leslie, K.J. 22
Leuthesser, Lance 23
Levy, Haim 11, 19
Levy, Moshe 11
Lewellen, Wilbur G 19
Li, Haitao 11
Lintner, John A
Litzemberger, Robert A
Liu, Jing 8
Lowenstein, Uri 6
Luehrman, Timothy 17, 19, 22
MacBeth, J.D. A
Mankins, Michael C. 13
Margrabe, William 22
Marketing Science 23
Mas-Colell, Andreu 11
Mason, Scott 18
Masulis, Ronald 19
Mauboussin, Michael 2
Mayfield, E. Scott 11
McCabe, George M. 14
McDonald, R. 22
McTaggart, James M. 13
Menzly, Lior 8
Merton, Robert 11, A
Michaels, M.P. 22
Miles, James A. 19, 21
Miller, Merton 2, 11, 17, 19, 20, 21, A
Modigliani, Franco 17, 19, 20, 21
Moel, Alberto 22
Moon, Mark 16
Mossin, Jan A
Murrin, Jack 9, 11, 12, 13, 16, 19
Myers, Stewart C. 2, 11, 17, 19, 20, 21
Nanda, Ashish 8
Nelken, Israel 22
Nissim, Doron 8
Pastor, Lubos 11
Peare, Paula A
Penman, Stephen H. 9
Pereira, Fernando 9
Piper, Thomas R. 18
Porter, Michael 11
Prats, M. Julia 8
Pregel, Gert 11
Pringle, John J. 17, 19, 21
Ramaswamy A
Rau, Raghavendra 16
Reece, James S. 9
Reilly, Frank K. 11
Roll, Richard A
Roos, Goran 23
Roos, Johan 23
Rosanas, Josep M. 9
Ross, Stephen A. 11
Ruback, Richard 10, 17, 18, 19, 20, 21
Rubinstein, Mark 22
Ryan, Ronald J. 11
Santomá, Javier 18
Sarig, Oded H. 6, 19
Schill, Michael 16
Scholes, Myron 19, 22, A
Schwartz, Eduardo 16
Shanken, Jay A
Shapiro, Eli 6, 19
Sharpe, William A
Siegal, D. 22
Siegel, Jeremy J. 11
Siu, J. A. 11
Sorensen, E. H., 2
Stambaugh, Robert 11
Statman, Meir 6
Stern Stewart 13, 14
Stewart, G. Bennett 13, 14
Taggart, Robert A. 19
Termes, Rafael 11, 12
Tham, Joseph 17, 19
Thomas, Jacob K. 8, 11
Trigeorgis, Lenos 23
Tufano, Peter 22
Van Horne, James C. 11
Vazquez-Dodero, Juan C. 9
Velez-Pareja, Ignacio 17, 19
Vermaelen, Theo 6
Viceira, Luis A
Wallace, James 14
Weaver, Samuel C. 13
Weiss, A. 22
Welch, Ivo 8, 11
Westerfield, Rando 11
Weston, J. Fred 2, 11
Whinston, Michael 11
Williamson, D.A. 2
Womack, Kent L. 8

Wright, David J. 11
Wruck, Karen 5
Xu, Yuewu 11
Yao, Yulin 6
Yook, Ken C. 14
Zang, Peter G. 22
Zhou, Chungsheng 16

A: Appendix A