



## IRR - A Blunder, Still It Is Popular

By Sitangshu Khatua

LAP Lambert Academic Publishing Jun 2012, 2012.

Taschenbuch. Book Condition: Neu. 220x150x4 mm. This item is printed on demand - Print on Demand Neuware - This book investigates the reasons behind the continued popularity of IRR (Internal Rate of Return) method in financial appraisal of project evaluation. For decades, Finance textbooks and academics have warned that typical IRR calculations have built in reinvestment assumptions that make bad projects look better and good ones look great. Yet, as recently as 2009, academic research found that most CFOs use IRR when evaluating Capital Projects. The present study tries to investigate the reasons behind this anomaly. Why is IRR so popular throughout the periods What will be the intuitive appeal of IRR for Corporate Managers The study is a maiden attempt to address these issues by posing some genuine research questions. This book aims to familiarize the readers with the core problems of conventional capital budgeting techniques like IRR, NPV and other alternative options like Real Option, APV, etc. This book will primarily help Project Managers, CFOs, Finance & Project Practitioners, Consultants and Graduate & Post-Graduate Students specializing in Finance. 64 pp. Englisch.

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