

ibbotson premium

ibbotson premium is a critical concept in the field of finance, particularly in the analysis of asset pricing and investment returns. It refers to the excess return that investors demand for taking on additional risk beyond a risk-free investment. Understanding the ibbotson premium helps investors, financial analysts, and portfolio managers make informed decisions about asset allocation, risk assessment, and expected returns. This article delves into the definition, calculation, historical context, and practical applications of the ibbotson premium. Additionally, it explores how this premium influences investment strategies and the broader financial markets. With a comprehensive overview, readers will gain a nuanced understanding of this essential financial metric and its role in modern portfolio theory. The discussion will also include the relationship between ibbotson premium and related concepts such as risk premiums, market returns, and the equity risk premium.

- Understanding the Ibbotson Premium
- Historical Perspectives and Data
- Calculation and Components of Ibbotson Premium
- Applications in Investment Strategy
- Impact on Asset Allocation
- Challenges and Criticisms

Understanding the Ibbotson Premium

The ibbotson premium, often referred to as the equity risk premium, represents the additional return that investors expect to earn from investing in stocks over risk-free securities such as government bonds. This premium compensates investors for the higher risk associated with equity investments, including market volatility, economic fluctuations, and company-specific uncertainties. The term "Ibbotson" originates from the research conducted by Roger Ibbotson and Rex Sinquefeld, who extensively studied historical returns to quantify this excess return.

Definition and Significance

At its core, the ibbotson premium quantifies the reward for bearing systematic risk. It is a fundamental input in financial models like the Capital Asset Pricing Model (CAPM), where it helps determine the expected return on an asset based on its risk relative to the overall market. The premium serves as a benchmark for evaluating investment performance and setting required rates of return for various asset classes.

Relation to Risk and Return

Investors face a trade-off between risk and return, where higher potential returns come with increased uncertainty. The Ibbotson premium embodies this trade-off by measuring the historical excess returns of equities over safer investments. It reflects market participants' collective risk tolerance and expectations, influencing portfolio construction and investment decision-making.

Historical Perspectives and Data

The Ibbotson premium has been extensively studied through historical data analysis, primarily focusing on U.S. markets. By examining long-term returns of stocks and bonds, researchers have derived estimates of this premium that inform financial theory and practice.

Historical Average Returns

Studies by Ibbotson Associates, now part of Morningstar, revealed that over the past century, the average annual Ibbotson premium ranged between 4% and 7%. These figures highlight the consistent compensation investors have received for accepting equity risk relative to risk-free government bonds.

Variability Over Time

The Ibbotson premium is not constant and varies according to economic cycles, market conditions, and investor sentiment. For instance, during periods of economic uncertainty or market downturns, the premium tends to increase as investors demand greater compensation for risk. Conversely, during stable or bullish markets, the premium may shrink due to reduced perceived risk.

Calculation and Components of Ibbotson Premium

Calculating the Ibbotson premium involves comparing the returns of equity investments to those of risk-free assets over a specified period. Accurate calculation requires careful consideration of data sources, time horizons, and adjustments for inflation.

Formula and Methodology

The basic formula for the Ibbotson premium is:

1. Calculate the average annual return of the stock market over a historical period.
2. Calculate the average annual return of risk-free securities (e.g., U.S. Treasury bonds) over the same period.
3. Subtract the risk-free return from the stock market return to obtain the premium.

This method captures the historical excess return that equities have provided relative to risk-free investments.

Factors Influencing the Premium

Several factors affect the magnitude of the ibbotson premium, including:

- Market volatility and economic uncertainty
- Interest rate environment and inflation expectations
- Investor risk aversion and behavioral biases
- Corporate earnings growth and dividend policies

Applications in Investment Strategy

Understanding the ibbotson premium is essential for developing effective investment strategies. It serves as a guide for estimating expected returns and assessing whether assets are fairly priced relative to their risk.

Portfolio Construction

Financial advisors and portfolio managers use the ibbotson premium to determine the appropriate mix of stocks and bonds in a portfolio. By factoring in the premium, they can optimize asset allocation to balance risk and return according to investor goals and risk tolerance.

Cost of Capital Estimation

The ibbotson premium is a key input in calculating the cost of equity capital for companies. This cost influences corporate finance decisions, including capital budgeting, project evaluation, and valuation of securities.

Impact on Asset Allocation

The ibbotson premium directly affects how investors allocate resources among different asset classes to achieve desired investment outcomes. It informs the trade-offs between growth-oriented equities and more stable fixed-income investments.

Strategic Asset Allocation

Long-term investors rely on estimates of the Ibbotson premium to design strategic allocations that maximize expected returns while controlling for risk exposure. A higher premium generally encourages greater equity exposure for enhanced growth potential.

Tactical Adjustments

Market conditions and changes in the Ibbotson premium may lead investors to make tactical shifts in their portfolios. For example, during periods of elevated premium, some investors might increase equity holdings to capitalize on higher expected returns, while others may reduce risk exposure if the premium signals heightened uncertainty.

Challenges and Criticisms

Despite its widespread use, the Ibbotson premium is subject to debate and limitations. Accurate estimation and application require careful consideration of various challenges.

Estimation Difficulties

Estimating the Ibbotson premium involves historical data that may not fully predict future returns. Variations in time periods, market conditions, and data quality can lead to different premium estimates, complicating investment decisions.

Market Efficiency Concerns

Critics argue that the Ibbotson premium assumes markets are efficient and that historical returns are indicative of future performance. However, behavioral factors and market anomalies may distort these assumptions, reducing the reliability of the premium as a predictive tool.

Changing Economic Environments

Structural changes in the economy, monetary policy, and global financial markets can alter risk-return dynamics, making historical Ibbotson premium estimates less applicable to present and future conditions.

Frequently Asked Questions

What is the Ibbotson Premium in investing?

The Ibbotson Premium refers to the historical excess returns of stocks over risk-free government bonds, as identified by Roger Ibbotson in his research on asset class returns.

How is the Ibbotson Premium calculated?

The Ibbotson Premium is calculated by subtracting the return of long-term government bonds from the return of the stock market over a specified period.

Why is the Ibbotson Premium important for investors?

It helps investors understand the additional return they might expect from investing in stocks compared to safer government bonds, reflecting the risk premium for bearing equity risk.

Is the Ibbotson Premium consistent over time?

The Ibbotson Premium has varied over different time periods; while it has been positive on average, there are times when it narrows or even turns negative, reflecting changing market conditions.

How does the Ibbotson Premium impact portfolio allocation?

Investors use the Ibbotson Premium to estimate expected returns on equities, influencing how much of a portfolio should be allocated to stocks versus bonds based on risk tolerance.

Can the Ibbotson Premium be used for future return predictions?

While it provides historical context, relying solely on the Ibbotson Premium for future return predictions is risky because market conditions and risk premiums can change.

What data sources are used to determine the Ibbotson Premium?

The premium is derived from historical data on stock market returns and government bond yields, often from datasets compiled by Morningstar Ibbotson Associates.

How does inflation affect the Ibbotson Premium?

Inflation can impact both stock and bond returns, potentially affecting the size of the Ibbotson Premium; high inflation periods may compress or expand the premium.

Is the Ibbotson Premium the same across different countries?

No, the equity risk premium varies by country due to differences in economic conditions, market development, and political risks, so the Ibbotson Premium is generally specific to the U.S. market.

Where can I find updated Ibbotson Premium data?

Updated data on the Ibbotson Premium can be found through Morningstar's research publications, financial databases, and investment research platforms that track historical asset class returns.

Additional Resources

1. *Ibbotson Premium: Mastering Investment Strategies*

This comprehensive guide delves into the fundamentals of the Ibbotson premium, explaining how historical risk premiums can inform modern investment decisions. It covers key concepts such as equity risk premiums, bond yields, and the role of market volatility. Readers will gain practical insights into applying these principles to optimize portfolio performance.

2. *The Ibbotson Premium and Asset Allocation*

Focusing on asset allocation, this book explores how the Ibbotson premium influences the distribution of investments across stocks, bonds, and other asset classes. Through detailed case studies and historical data analysis, the author demonstrates how investors can balance risk and return by leveraging premium estimates. The text is ideal for both novice and experienced portfolio managers.

3. *Historical Perspectives on the Ibbotson Premium*

This title provides a deep dive into the historical data that underpin the Ibbotson premium, tracing its evolution over decades of market cycles. It discusses the methodologies used to calculate premiums and the implications of long-term trends for future investment strategies. Academics and finance professionals will find this book a valuable resource for research and analysis.

4. *Applying the Ibbotson Premium in Modern Finance*

Bridging theory and practice, this book illustrates how the Ibbotson premium can be applied in today's complex financial markets. It covers topics such as risk assessment, valuation models, and portfolio optimization, incorporating the latest market data. Readers will learn how to adjust premium estimates to reflect changing economic conditions.

5. *Equity Risk Premium: Insights from Ibbotson*

Dedicated to the equity risk premium component of the Ibbotson framework, this book explains why equities have historically provided higher returns than risk-free assets. It analyzes factors driving the premium and discusses how investors can use this knowledge to manage equity exposure. The book includes quantitative models and performance analysis.

6. *Ibbotson Premium and Fixed Income Investments*

This work focuses on the role of the Ibbotson premium in fixed income markets, detailing how bond yields and credit spreads contribute to overall investment returns. It offers strategies for incorporating premium estimates into bond portfolio management and risk mitigation. The book is useful for fixed income analysts and portfolio managers alike.

7. *Risk and Return: The Ibbotson Premium Approach*

Exploring the balance of risk and return, this book outlines how the Ibbotson premium serves as a critical tool for evaluating investment opportunities. It discusses the statistical foundations of risk premiums and their application in various financial instruments. Practical examples help readers understand how to use premium data for informed decision-making.

8. *Behavioral Finance and the Ibbotson Premium*

This book examines the intersection of behavioral finance theories with the Ibbotson premium concept, investigating how investor psychology may influence risk premiums. It challenges traditional assumptions and proposes adjustments to premium calculations based on behavioral biases. The text is insightful for those interested in the human factors affecting market returns.

9. *Global Perspectives on the Ibbotson Premium*

Offering an international outlook, this book compares Ibbotson premium estimates across different countries and markets. It highlights variations due to economic conditions, market structures, and regulatory environments. Investors seeking to diversify globally will benefit from the detailed analysis and comparative data presented.

Ibbotson Premium

Unlocking the Power of Ibbotson Premium: A Deep Dive into Market Return Analysis and Portfolio Construction

This ebook provides a comprehensive analysis of Ibbotson Premium, exploring its historical data, methodological underpinnings, practical applications in portfolio construction, and limitations. We'll examine its significance for investors aiming to understand and manage risk, optimize asset allocation, and ultimately, achieve their long-term financial goals.

Ebook Title: Mastering Ibbotson Premium: A Practical Guide to Market Returns and Portfolio Optimization

Contents:

Introduction: What is Ibbotson Premium and why is it important?

Chapter 1: Understanding the Ibbotson Data: Sources, methodology, and historical performance analysis.

Chapter 2: Risk Premiums and Asset Allocation: Applying Ibbotson data to determine optimal asset mixes.

Chapter 3: Inflation and Real Returns: The impact of inflation on long-term investment strategies.

Chapter 4: Ibbotson Premium and Portfolio Construction: Practical examples and case studies.

Chapter 5: Limitations and Criticisms of Ibbotson Data: Addressing potential biases and alternative perspectives.

Chapter 6: Integrating Ibbotson Premium with Modern Portfolio Theory: Bridging the gap between historical data and modern portfolio management techniques.

Chapter 7: Future Trends and Implications: Considering the evolving market landscape and the relevance of Ibbotson data.

Conclusion: Key takeaways and practical advice for investors.

Detailed Breakdown of Contents:

Introduction: This section defines Ibbotson Premium, explaining its core concept and its importance in the context of investment decision-making. It will highlight the significance of understanding historical market returns for building robust portfolios.

Chapter 1: Understanding the Ibbotson Data: This chapter delves into the sources of Ibbotson

Associates' data, detailing their methodology for compiling historical market returns. It will analyze the historical performance of various asset classes using their data, identifying trends and significant events that influenced those returns.

Chapter 2: Risk Premiums and Asset Allocation: This chapter explores the concept of risk premiums – the expected excess return of a risky asset compared to a risk-free asset – as derived from Ibbotson data. We'll discuss how these premiums inform optimal asset allocation strategies, balancing risk and reward.

Chapter 3: Inflation and Real Returns: This section examines the crucial role of inflation in evaluating investment performance. It will demonstrate how to adjust nominal returns for inflation to obtain real returns, providing a more accurate picture of purchasing power over time.

Chapter 4: Ibbotson Premium and Portfolio Construction: This chapter offers practical examples and real-world case studies of how Ibbotson Premium data has been used to construct diversified and risk-adjusted portfolios. We'll explore different portfolio construction strategies and their applications.

Chapter 5: Limitations and Criticisms of Ibbotson Data: This critical chapter acknowledges potential limitations of the Ibbotson data, such as survivorship bias and the impact of changing market conditions. We'll discuss alternative data sources and perspectives on market return analysis.

Chapter 6: Integrating Ibbotson Premium with Modern Portfolio Theory: This chapter bridges the gap between historical data (Ibbotson Premium) and modern portfolio theory (MPT), showcasing how historical data informs the optimization of portfolios based on risk and return characteristics.

Chapter 7: Future Trends and Implications: This forward-looking chapter discusses the ongoing relevance of Ibbotson Premium in the face of evolving market dynamics, technological advancements, and geopolitical uncertainties. We'll examine how these factors may influence future market returns and investment strategies.

Conclusion: This section summarizes the key findings, reiterating the importance of Ibbotson Premium as a tool for understanding market behaviour and constructing effective investment portfolios. Practical advice for applying the insights gained throughout the ebook is provided.

Keywords: Ibbotson Premium, Market Returns, Asset Allocation, Portfolio Construction, Risk Premium, Inflation, Real Returns, Modern Portfolio Theory, Investment Strategy, Long-Term Investing, Financial Planning, Historical Market Data, Risk Management, Return on Investment, Capital Allocation.

FAQs

1. What is the difference between nominal and real returns, and why is it important to consider both when using Ibbotson data? Nominal returns reflect the actual increase in your investment value, while real returns adjust for inflation, showing the true increase in purchasing power. Understanding both is crucial for evaluating the long-term success of an investment strategy.
2. How does Ibbotson Premium data help in constructing a diversified portfolio? By analyzing historical risk premiums across different asset classes, investors can determine optimal allocations to achieve desired risk-return profiles.
3. What are some of the limitations of relying solely on historical Ibbotson data for future investment decisions? Past performance doesn't guarantee future results. Market conditions change, and historical data may not accurately predict future returns.
4. Can Ibbotson Premium data be used to predict future market movements? No, Ibbotson data provides historical context but doesn't predict future market behaviour. It's a tool for understanding long-term trends and risk.
5. How does Ibbotson Premium relate to Modern Portfolio Theory (MPT)? Ibbotson data provides empirical evidence to support MPT principles, informing efficient portfolio diversification and risk management.
6. What is the significance of understanding inflation when using Ibbotson data? Inflation erodes purchasing power. Adjusting for inflation reveals the real return, providing a more accurate picture of investment performance.
7. Are there any alternative data sources to Ibbotson Associates' data for analyzing market returns? Yes, sources like CRSP, Shiller data, and others offer similar data, but they may have different methodologies and coverage.
8. How can I access and utilize Ibbotson Premium data? Ibbotson data is typically available through financial databases and software packages utilized by investment professionals.
9. What are the key takeaways from using Ibbotson Premium data in investment planning? Use Ibbotson data to understand long-term historical returns, diversify appropriately, manage risk effectively, and make informed asset allocation decisions.

Related Articles:

1. Understanding Risk Premiums in Investment Management: This article defines risk premiums and explains their significance in portfolio diversification and investment decision-making.
2. The Importance of Inflation-Adjusted Returns: This article highlights the necessity of considering inflation when evaluating investment performance and discusses methods for calculating real

returns.

3. Modern Portfolio Theory: A Practical Guide: This article provides a comprehensive overview of Modern Portfolio Theory and its application in portfolio construction.
4. Asset Allocation Strategies for Different Risk Tolerances: This article explores various asset allocation strategies tailored to different investor risk profiles.
5. Diversification Strategies to Minimize Portfolio Risk: This article details various diversification techniques for reducing portfolio risk.
6. The Role of Historical Data in Investment Decision Making: This article discusses the importance and limitations of using historical data for forecasting future investment returns.
7. Evaluating Investment Performance: Key Metrics and Analysis: This article explains various metrics for assessing investment performance, including Sharpe Ratio and Alpha.
8. Long-Term Investment Strategies for Retirement Planning: This article explores long-term investment strategies specifically designed for retirement goals.
9. The Impact of Geopolitical Events on Market Returns: This article analyzes how geopolitical events influence market trends and investor sentiment.

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prices that are higher (lower) than they would be otherwise; hence, the shares may provide lower (higher) expected returns. This book builds on this idea and expands it in two major ways. First, it introduces a rigorous asset pricing model, the popularity asset pricing model (PAPM), which adds investor preferences for security characteristics other than the risk and expected return that are part of the capital asset pricing model. A major conclusion of the PAPM is that the expected return of any security is a linear function of not only its systematic risk (beta) but also of all security characteristics that investors care about. The other major contribution of the book is new empirical work that, while confirming the well-known premiums (such as size, value, and liquidity) in a popularity context, supports the popularity hypothesis on the basis of portfolios of stocks based on such characteristics as brand value, sustainable competitive advantage, and reputation. Popularity unifies the factors that affect price in classical finance with those that drive price in behavioral finance, thus creating a unifying theory or bridge between classical and behavioral finance.

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and have projected this measure of the equity risk premium into the future. Second, the dividend discount model—or a variant of it, such as an earnings discount model—is used to estimate the future return on an equity index, and the fixed-income or cash yield is then subtracted to arrive at an equity risk premium expectation or forecast. Third, academics have used macroeconomic techniques to estimate what premium investors might rationally require for taking the risk of equities. Current thinking emphasizes the second, or dividend discount, approach and projects an equity risk premium centered on 3½% to 4%.

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investment theories, and includes many ready to use client presentations and questionnaires, the guide is newly updated to meet twenty-first century investment challenges. The book Includes expert updates from Chartered Financial Analyst (CFA) Institute, in addition to the core text of 1997's first edition endorsed by investment luminaries Charles Schwab and John Bogle Presents an approach that places achieving client objectives ahead of investment vehicles Applicable for self-study or classroom use Now, as in 1997, The New Wealth Management effectively blends investment theory and real world applications. And in today's new investment landscaped, this update to the classic reference is more important than ever.

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ibbotson premium: Revisiting the Equity Risk Premium Laurence B. Siegel , Paul McCaffrey , 2023-06-06 In 2001, Martin Leibowitz organized an Equity Risk Premium (ERP) Forum for CFA Institute, in which the participants discussed issues related to the ERP and made estimates for the future. This forum was repeated by Leibowitz, Brett Hammond, and Laurence Siegel in 2011, setting a precedent for a decennial forum. Siegel organized and moderated the discussion in 2021,

and the proceedings from that event make up the current book. The participants in 2021 were (in alphabetical order) Robert Arnott, Clifford Asness, Mary Ida Compton, Elroy Dimson, William Goetzmann, Roger Ibbotson, Antti Ilmanen, Martin Leibowitz, Rajnish Mehra, Thomas Philips, and Jeremy Siegel. Each participant made a presentation, which was then discussed by the whole group. Finally, a roundtable discussion involving all of the participants was moderated by Laurence Siegel. Ibbotson and Dimson discussed historical returns in different countries. Ibbotson focused on the United States, while Dimson took a global industrial-country view. The history goes back almost a century (Ibbotson) or more than a century (Dimson), providing a look at how returns have evolved over a wide variety of conditions. Ibbotson also presented his method for making probabilistic forecasts of returns. Dimson, who is British, showed that “American exceptionalism” is one way to understand the results. Asness looked at the effectiveness of Robert Shiller’s CAPE (cyclically adjusted price-earnings ratio) valuation measure for forecasting. Valuations rose over the period he studied, and a lively discussion was had about why this may have occurred. Arnott focused on the growth rate of dividends, which has been very slow in per-share terms, and argued (with much debate from the other participants) that buybacks are only a partial substitute for dividends. Leibowitz, also looking at valuation as the lodestone of return forecasts, set forth a “growth adjustment” that brought his forecast in line with those made by others. Compton, a consultant to pension plans, discussed the challenges of communicating lower expected returns to clients. She also emphasized that expected returns “don’t always come true,” they’re just someone’s best forecast. Ilmanen broke up the expected return into its component parts: dividends, real growth, inflation, and so forth. Doing this, he said, allows one to debate the estimates for each part and ascertain how accurate each of the estimates is. Philips started by presenting a method for forecasting bond returns. He then turned to equities, for which he compared forecasts with subsequent realizations using a variety of forecast methods. Mehra discussed a number of issues related to the existence of premiums (equity risk, value, small cap, and so forth) and concluded that, although some of these are unstable, the ERP is highly stable. Jeremy Siegel advocated a “back to basics” approach using dividend and earnings yields, dividend and earnings growth rates, payout ratios, and price-to-earnings ratios. He emphasized that earnings can be calculated in a number of different way, and said that accounting practices have become more conservative over the years. Goetzmann concluded the session by reporting that one company, a water mill in France, had almost 600 years of historical return data and that an asset pricing model could be tested using those data. According to this model, the stock price is the present value of expected future dividends and is supported by the evidence. In sum, because of high valuations and low interest rates, the participants expect lower total returns in the future than in the past. A forward-looking ERP of 4% to 5% was the consensus of the group.

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Investment Banking, UNIVERSITY EDITION is a highly accessible and authoritative book written by investment bankers that explains how to perform the valuation work at the core of the financial world. This body of work builds on Rosenbaum and Pearl’s combined 30+ years of experience on a multitude of transactions, as well as input received from numerous investment bankers, investment professionals at private equity firms and hedge funds, attorneys, corporate executives, peer authors, and university professors. This book fills a noticeable gap in contemporary finance literature, which tends to focus on theory rather than practical application. It focuses on the primary valuation methodologies currently used on Wall Street—comparable companies, precedent transactions, DCF, and LBO analysis—as well as M&A analysis. The ability to perform these methodologies is especially critical for those students aspiring to gain full-time positions at investment banks, private equity firms, or hedge funds. This is the book Rosenbaum and Pearl wish had existed when we were trying to break into Wall Street. Written to reflect today’s dynamic market conditions, Investment Banking, UNIVERSITY EDITION skillfully: Introduces students to the primary valuation methodologies currently used on Wall Street Uses a step-by-step how-to approach for each methodology and builds a chronological knowledge base Defines key terms, financial concepts, and processes throughout

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bearing the risk of common stocks. The authors reveal whether the United States and United Kingdom have had unusually high stock market returns compared to other countries. The book covers the U.S., the U.K., Japan, France, Germany, Canada, Italy, Spain, Switzerland, Australia, the Netherlands, Sweden, Belgium, Ireland, Denmark, and South Africa. *Triumph of the Optimists* is required reading for investment professionals, financial economists, and investors. It will be the definitive reference in the field and consulted for years to come.

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former SBBI Valuation Yearbook, provides data and methodology that can be used to develop cost of equity capital estimates using (i) the build-up method and (ii) the capital asset pricing model (CAPM). The 2017 Valuation Handbook – U.S. Guide to Cost of Capital includes data through December 31, 2016, and is intended to be used for 2017 valuation dates. For more information about Duff & Phelps valuation data resources published by Wiley, please visit www.wiley.com/go/valuationhandbooks. Also Available 2017 Valuation Handbook – U.S. Industry Cost of Capital 2017 Valuation Handbook – International Guide to Cost of Capital 2017 Valuation Handbook – International Industry Cost of Capital Key Features Key cost of capital inputs: The 2017 Valuation Handbook – U.S. Guide to Cost of Capital provides the key inputs needed for developing the cost of equity capital (i.e., discount rate) for use in estimating the value of a subject business, business ownership interest, security, or intangible asset. Inputs provided include: equity risk premia, size premia, risk premia over the risk free rate, full-information industry betas, industry risk premia, and the risk-free rate. Discussion of topics that come up most when performing valuation analysis: The 2017 Valuation Handbook – U.S. Guide to Cost of Capital includes straightforward discussions about: (i) valuation theory, (ii) the differences between the various cost of capital estimation models (build-up, CAPM, Fama-French), (iii) understanding the basic building blocks of cost of equity capital (the risk-free rate, the equity risk premium, the size premium, beta, the industry risk premium, the company-specific risk premium), (iv) whether to normalize risk-free rates or not, (v) a detailed comparison of the CRSP Deciles Size Premia Study (the former SBBI Valuation Yearbook data) and the Risk Premium Report Study, and more. Easy-to-follow examples: The 2017 Valuation Handbook – U.S. Guide to Cost of Capital is packed with easy-to-understand examples for properly using the data to develop levered, unlevered, and even high-financial-risk cost of equity capital estimates using various build-up methods and CAPM.

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