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Marriott Corp.'s  
chairman and CEO  
must decide

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whether to  
recommend a  
restructuring of  
the company to  
the board of  
directors. The  
proposal he is  
considering  
would split the  
Marriott Corp.,  
a premier hotel  
developer,  
owner, and  
manager, into



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two separate  
companies by a  
stock dividend  
to shareholders.  
One of the new  
companies would  
contain most of  
Marriott Corp.'s  
profitable  
management  
operations ...

~~Marriott  
Corporation (A)~~

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~~Case Harvard~~

~~Business School~~

Deals with the  
decision of

whether to split

Marriott into  
two companies

Marriott

International

and Host

Marriott.

Marriott has run  
into problems

owing to the

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decline in real estate valuation. At the time of the case, it has a significant percentage of assets in hotels it planned to sell. The problem makes it difficult for Marriott to pursue growth

# Where To Download strategies.

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School Marriott  
Corporation  
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School~~

~~Cost Of Capital  
Solution~~  
Gives students  
the opportunity  
to explore how a  
company uses the  
Capital Asset  
Pricing Model  
(CAPM) to  
compute the cost

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of Harvard Business School Marriott Corporation Cost of Capital Solution  
for each of its divisions. The use of Weighted Average Cost of Capital (WACC) formula and the mechanics of applying it are stressed.

~~Marriott Corporation: The Cost of Capital~~

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~~(Abridged ...)~~

Marriott  
Business  
School Marriott  
Corporation: The  
Cost of Capital.  
Abstract.

Presents  
Cost Of Capital  
Solution  
recommendations  
for hurdle rates  
of Marriott's  
divisions to  
select by  
discounting  
appropriate cash  
flows by the

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appropriate  
hurdle rate for  
each division.  
Cost of Capital;  
;... Harvard  
Business School

## Solution

~~Marriott  
Corporation: The  
Cost of Capital  
— Case — Harvard  
...~~

Marriott is

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considering the repurchase of ten million shares. This is apparently at odds with the financial policies that the Board of Directors passed two years earlier.

Students must discuss why the



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Harvard Business School Marriott Corporation  
policies were passed and why changes are now necessary.

Includes a discussion of debt policy, financing policy and dividend policy. Students also discover stock is currently undervalued.

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~~Marriott Corp.~~

~~Case — Harvard~~

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Source: Harvard

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Presents

recommendations

for hurdle rates

of Marriott's

divisions to

select by

discounting

appropriate cash

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flows by the  
appropriate  
hurdle rate for  
each division.

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~~Marriott Corp.:~~

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~~Capital~~

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Marriott Corp.

(B) ^ 394086.

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~~School. Harvard~~

~~Business Review~~

~~Marriott~~

~~Corporation: The~~

~~Cost of Capital~~

~~(Abridged ...)~~

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Harvard Business  
School 9-298-101  
Rev. March 18,  
1998 Marriott  
Corporation: The  
Cost of Capital  
In April 1988,  
Dan Cohrs, vice  
president of  
project finance  
at the Marriott  
Corporation, was  
preparing his  
annual

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recommendations  
for the hurdle  
rates at each of  
the firm's three  
divisions.

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Harvard Business  
School Marriott  
Corporation Cost  
Of ...~~

The case  
presents a  
company, named  
"Marriott

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Corporation”

(MC), possessing an attractive and well known position in the hotel industry, providing services broadly categorized into three divisions; lodging, contract services and restaurants. It



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was established  
by J. Willard  
Marriott in  
1927.

## Corporation

~~Marriott Corp~~  
~~Cost of Capital~~  
~~...~~ — Harvard

~~Case Studies~~

Source: Harvard  
Business School  
Gives students  
the opportunity  
to explore how a

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company uses the  
Capital Asset  
Pricing Model  
(CAPM) to  
compute the cost  
of capital for  
each of its  
divisions. The  
use of Weighted  
Average Cost of  
Capital (WACC)  
formula and the  
mechanics of  
applying it are

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stressed.

Business

~~Marriott Corp.:~~

~~The Cost of~~

~~Capital~~

~~(Abridged)~~

Harvard Business  
School,

Outstanding

Teacher Award

1988-1989

Harvard Business  
School,

Outstanding

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Teacher Award

1987-1988

1987-88 was the  
first year for

the award

January 1, 2019

3 Publications

Marriott

Corporation,

1986 Napco, with

Carl Kester and

~~[DOC] Harvard~~

~~Business School~~

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~~Corporation Cost  
Of . . .~~

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Of Capital

Solution Author:

ï¿½ï¿½Sophie

Pfeifer Subject:

ï¿½ï¿½Harvard

Business School

Marriott

Corporation Cost

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Of Capital  
Solution  
Keywords

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School Marriott  
Corporation Cost  
Of . . .~~

Marriott  
Corporation is  
an international  
company who 's  
the growth over  
the year has

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been more than satisfactory. In 1987, Marriott's sales grew up by 24% and its return on equity stood at 22%. Moreover the sales and earnings per share has doubled over the previous year.

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~~Marriott~~

~~Corporation Case  
Study: the Cost  
of Capital Essay~~

~~..~~

FIN 650-02: Case  
Study Project.

Blog. Nov. 2,  
2020. Lessons  
from Content  
Marketing World  
2020; Oct. 28,  
2020. Remote  
health



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initiatives to  
help minimize  
work-from-home  
stress

~~Marriott  
Corporation: The  
Cost of Capital  
by Zachary  
Connolly~~

"Harvard  
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Essays and

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. Harvard

School Business Review

Reflection...

Mariott

Corporation

Capital

Structure -----

Mariott

Corporation,

with its

comparative

advantage in

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hotel

development and  
management, has  
expected

excellent future  
growth and  
profitability.

Such increase in  
sales might ...

~~Results Page 5~~

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Business  
Overview of  
Marriott  
Corporation.

Harvard Business  
School 9-282-042

Rev. September  
15, 1986

Marriott  
Corporation The  
idea of  
repurchasing  
shares was no

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stranger to Bill  
Marriott by  
January 1980.

Almost five  
million shares  
of common stock  
had been  
repurchased on  
the open market  
by Marriott  
Corporation  
during 1979 at a  
total cost of  
\$74 million and

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an average price  
of \$15.16 in the

**Business**  
School Marriott

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"Harvard

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Marriott Case"

Essays and

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*Page 38/78*

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. Case Analysis:

Marriott  
Corporation.

Final Project

Case analysis:

Marriott  
Corporation

Introduction and  
background The  
Marriott

Corporation, an  
American firm,  
was founded in  
1927 by

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J. Willard ...

~~Business  
Results Page 7  
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Solution~~

Harvard Business  
School,  
Outstanding  
Teacher Award  
1988-1989  
Harvard Business  
School,



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Outstanding

Teacher Award

1987-1988

1987-88 was the

first year for

the award

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Marriott

Corporation,

1986 Napco, with

Carl Kester and

David Mullins,

1983 Conjoint

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Marriott.  
reality, it is  
impossible to

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have no taxes,  
but the case did  
not provide the  
relevant  
information and  
we can get an  
approximate  
result without  
big errors due  
to the feature  
of fraction  
number.

Therefore, we  
used  $\beta_u = \beta_E$  \*

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E/V to  
deleverage the  
financial risk  
for each of the  
hotels and  
compute the  
weight average  
of the  $\beta_u$  for  
the hotel  
business by the  
revenue of each  
hotel.

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Bringing  
together  
developments  
from the past  
30 years in  
contingent  
valuation, this  
book examines  
the relative  
value of

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securities in a corporation's capital structure, including debt of different priorities, convertible debt, common stock, and warrants.

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An intuitive  
introduction to  
fundamental  
corporate  
finance concepts  
and methods  
Lessons in  
Corporate  
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Edition offers a  
comprehensive  
introduction to  
the subject,  
using a unique

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interactive  
question and  
answer-based  
approach. Asking  
a series of  
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questions, this  
text provides  
both conceptual  
insight and  
specific  
numerical  
examples.



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increase student  
comprehension.

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presented from

the perspective  
of real-world

chief financial

officers making

decisions about

how firms obtain

and allocate

capital,

including how

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flow and make  
good investment  
and financing  
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Edition provides  
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and engaging  
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firm's financial  
health to  
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nuances, this  
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the essential  
groundwork for  
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and advanced  
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the entire  
spectrum of  
activities in a  
typical merger t  
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candidates to  
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deal. It is designed to be a rigorous yet relevant book on mergers, acquisitions and corporate restructuring for students, research scholars and practitioners of finance. The key features of the

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diversification  
via acquisition,  
searching for  
acquisitions,  
valuation of  
publicly and  
privately held  
companies,  
design of  
consideration in  
acquisitions,  
cross-border

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acquisitions and  
empirical  
evidence on  
mergers. —

Various forms of  
corporate  
restructuring  
like spin-offs,  
carve outs,  
targeted stocks,  
reorganization  
of debt  
contracts, lay  
offs and

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downsizing are covered. - There is also a summary of the research conducted in this subject over the last 20 years.

Hospitality is  
an industry

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characterised by  
its complex  
nature and  
numerous sectors  
including  
hotels, hostels,  
B&Bs,  
restaurants,  
pubs, nightclubs  
and contract  
catering.

However, despite  
its  
segmentation,

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there are key  
issues that are  
pertinent to all  
subsectors. The  
Routledge  
Handbook of  
Hospitality  
Management  
adopts a  
strategic  
approach and  
explores and  
critically  
evaluates

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current debates,  
issues and  
controversies to  
enable the  
reader to learn  
from the  
industry's past  
mistakes as well  
as future  
opportunities.  
Especially  
relevant at a  
time when many  
sectors of the



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re - evaluate  
and reinvent  
themselves in  
response to the  
economic  
downturn the  
Handbook brings  
together  
specialists from  
both industry  
and academia and  
from a range of  
geographical

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reflection and  
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sections  
explores and  
evaluates issues  
that are of  
extreme

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importance to  
hospitality  
organisations,  
many of which  
have not been  
adequately  
explored before:  
external and  
internal  
customers,  
debates  
surrounding  
finance,  
uncertainty risk

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and conflict,  
sustainability,  
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boundaries and  
areas of study.  
It is essential  
reading for  
students,  
researchers &  
academics and  
managers of  
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well as those of  
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pose debatable  
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working capital  
management,

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debt policy,  
financial  
execution, and  
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how to think  
analytically and  
make better  
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decisions as  
future business  
leaders with the

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