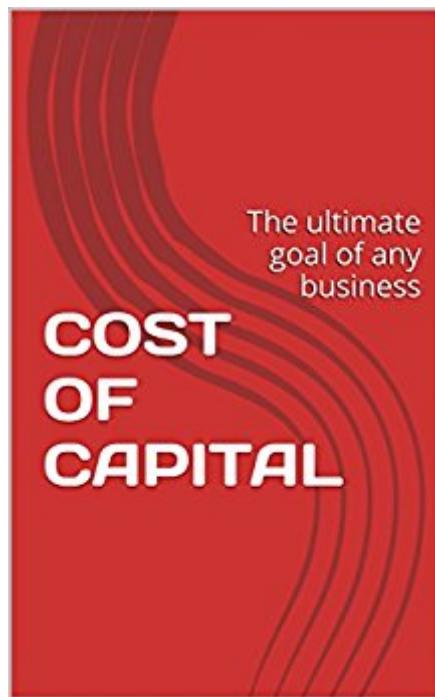


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# **COST OF CAPITAL: The Ultimate Goal Of Any Business**



## Synopsis

The ultimate goal of any business is creating value for its shareholders. Investments or projects that are capable of earning returns greater than the cost of capital add value for shareholders. Therefore, by ignoring the cost of capital, companies run the risk of misallocating capital and thereby destroying, rather than creating shareholder value.

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