

PROVIDING THE FUNDAMENTALS AND PRACTICAL APPLICATIONS THAT MANAGERS NEED

“Business decision-makers need to think bottom line, and that means after taxes. This book does a fine job of helping managers get to the bottom line without getting bogged down in the details of taxes.”

-Donald H. Dye, Dean, the Graduate School of Management at the University of California, Riverside, former CEO, Callaway Golf

“This book is a must for any engineer who goes into management, or goes out on his own.”

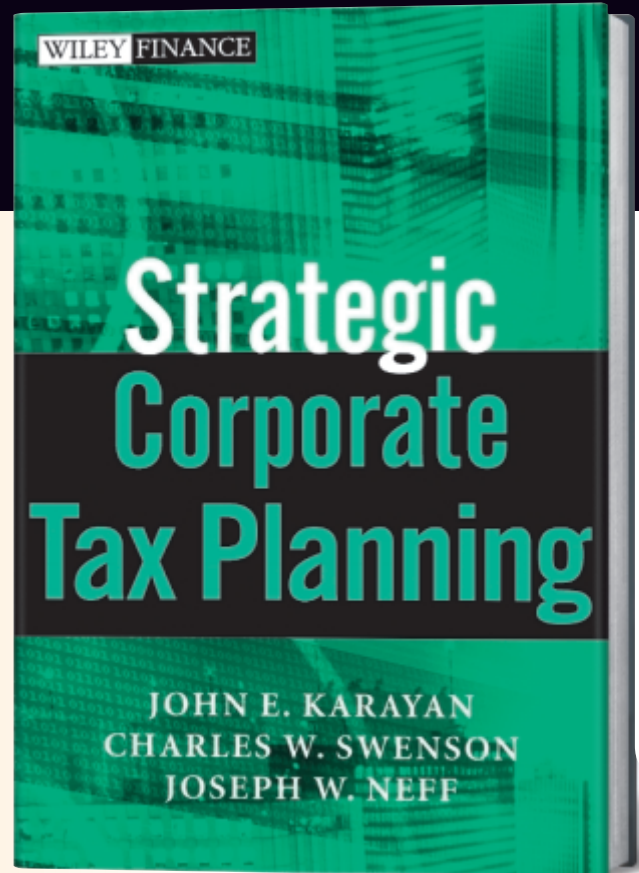
-John N. Friend, Vice President and Chief Engineer, Delta Scientific Corp., Valencia, California

“Perhaps the book’s greatest value is in providing a window into the American business mind.”

-Kelvin Ketteringham, Managing Director, Caversham Ltd., Reading, England

“*Strategic Corporate Tax Planning* is a great handbook for entrepreneurial professionals.”

-Steve S. Gupta, MD, La Canada-Flintridge, California



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Taxes are important to know but hard to learn—the devil is in the details. Fortunately, managers do not need to know the details; they just need to know the fundamental principles of taxation and how to apply them when making decisions.

Strategic Corporate Tax Planning shows managers the principles of tax management and how to apply them to everyday situations to enhance shareholder value. Every company wants to reduce its total tax burden, but this impulse must be balanced with the sometimes prohibitive costs of reducing the burden. Veteran tax analysts John Karayan, Charles Swenson, and Joseph Neff provide managers with a strategic framework for balancing costs and optimizing a company’s tax impact

JOHN E. KARAYAN, JD, PhD, is a tax attorney with a “Big 8” CPA firm background. Retired from practice to teach, he has remained active outside of academia as a consultant to entrepreneurs and as an expert witness in complex litigation.

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JOSEPH NEFF, JD, is a Partner with PricewaterhouseCoopers. His expertise in tax planning for entrepreneurs and by managers is summed up by his current position in the firm: the U.S. National Partner in Charge of Middle Market Tax Practice.