



RELATIVE VALUATION II

Aswath Damodaran

PBV and ROE

- You are using PE ratios to find cheap stocks to buy for your portfolio? Which of the following combinations would you look for in a cheap stock (as opposed to one that deserves to be cheap)?
 - a. Low PE, High Growth, High Risk, High ROE
 - b. Low PE, Low Growth, Low Risk, Low ROE
 - c. Low PE, High Growth, Low Risk, Low ROE
 - d. Low PE, High Growth, Low Risk, High ROE
 - e. Low PE, Low Growth, High Risk, Low ROE

Revenue Multiples: Drivers?

You are comparing the revenue multiples of retail firms. If you pick companies based just upon the revenue multiple (low is good), which of the following is most likely to look cheap to you?

- a. Department Stores
- b. Discount retailers
- c. Luxury retailers
- d. None of the above

The Power of Brand Name!

Aspirin Regimen Bayer, 325mg Enteric Coated Tablets, Pain Reliever, 100/Pack

★★★★★ 5.0 (16)



\$8.69

8.7¢ / ea.
Prices may vary from online to in store

Stock at my store
✔ In Stock at 1401 5TH AVE # 09
[Check More Stores >](#)

How to get it

Pickup Ship

Limit 15 per order
Quantity
1

\$5 ExtraBucks Rewards for spending \$20 or products

[See eligible products >](#)

CVS Health Aspirin 325 mg Coated Tablets Regular Strength

★★★★★ 5.0 (19)



\$4.29

4.3¢ / ea.
CarePass™ price \$3.43

Prices may vary from online to in store

Stock at my store
✘ Out Of Stock at 14
[Check More Stores >](#)

How to get it

Pickup
Not Available
[Check More Stores >](#)

Eligible for 1 to 4 day shipping on \$35+ orders

[Shipping details >](#)

Limit 15 per order
Quantity