

**ACC11**

## **How to Use Discounted Cash Flow Techniques Effectively in a Time-based Competitive Environment**

Kamal Haddad, Nathan Oestreich  
San Diego State University, San Diego, CA, USA

### **Abstract**

In the current era of global competition, a firm's continued survival and profitability depend critically on its ability to do two things well. First, in the short run, it needs to use its existing resources in the most efficient and effective fashion. Second, in the long run, it needs to direct resources to the uses that contribute most to its competitive advantage. The objective of this article is to assist managers in achieving the latter.

### **Conference Track**

Accounting