

Speaker Aswath Damodaran discusses the concept of risk and its impact on value. The importance of comparison is an essential skill for every trader or investor. Argues that creating value is the primary purpose of business and that the value of a company is determined by its ability to generate income in the future. He emphasised that valuation is not just a technical practice but a way of thinking for business-oriented investors. He emphasises that planning is not just about numbers, but also about understanding the business and what drives it. He explains that risk can be measured by the financial fluctuations of the company and that more risk leads to a higher rate of return, which in turn reduces the ..value of the company