

PROFITS IN THE FIRM

EDITORS' INTRODUCTION BY Harold W. Stevenson AND J. Russell Nelson	61
AN ECONOMIST'S VIEW OF PROFIT MEASUREMENT BY Myron J. Gordon, UNIVERSITY OF ROCHESTER	63
AN ACCOUNTANT'S VIEW OF PROFIT MEASUREMENT BY Carl L. Nelson, COLUMBIA UNIVERSITY	73
PROFITS FROM THE INVESTOR'S POINT OF VIEW BY Pearson Hunt, HARVARD UNIVERSITY	82
COMMENTS BY Howard G. Schaller, INDIANA UNIVERSITY	89
COMMENTS BY Joel E. Segall, UNIVERSITY OF CHICAGO	92
A CASH-FLOW CONCEPT OF PROFIT BY Diran Bodenhorn, OHIO STATE UNIVERSITY	98
A PRAGMATIC VIEW OF PROFIT BY Francis M. Boddy, UNIVERSITY OF MINNESOTA	117
INVESTMENT DECISIONS OF CORPORATIONS BY Harold Bierman, Jr., CORNELL UNIVERSITY	123
SOURCES AND COSTS OF OBTAINING FUNDS BY J. Fred Weston, UNIVERSITY OF CALIFORNIA, LOS ANGELES	134
COMMENTS BY Robert K. Jaedicke, STANFORD UNIVERSITY	160
COMMENTS BY Robert W. Johnson, PURDUE UNIVERSITY	165
RISK AND RATE OF RETURN BY Daniel M. Holland, MASSACHUSETTS INSTITUTE OF TECHNOLOGY	170

PROFITS AND NATIONAL ECONOMIC POLICY

EDITORS' INTRODUCTION BY Harold W. Stevenson AND J. Russell Nelson	181
THE ROLE OF PROFITS IN NATIONAL ECONOMIC POLICY BY Walter W. Heller, UNIVERSITY OF MINNESOTA	182
INDEX	195