



Strategic Corporate Tax Planning

By John E. Karayan, Charles W. Swenson, Joseph W. Neff

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A corporate guide to understanding the basic tax implications of everyday business

Organized to cover the tax implications of transactions as they occur through a company's life cycle, the basic principles of tax management are applied through the use of case studies that simulate a variety of real-world marketplace conditions. Value-added and financial reporting effects of tax management are discussed, as well as country-specific tax rules, and cross-border transactions.

John E. Karayan, JD, PhD (Glendale, CA), is a professor at California State Polytechnic University, Pomona. He is also a partner in the law firm of Bond Karayan. Charles W. Swenson, PhD (Pasadena, CA), is a professor at the University of Southern California, Los Angeles, where he teaches a number of courses in accounting and taxation.

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Editorial Review

From the Inside Flap

Reducing taxes is important but not necessarily paramount. The seasoned manager seeks to optimize tax impacts by balancing expected tax burdens against the costs of reducing them-not minimizing but optimizing the tax burden. Examining the tax implications of transactions as they occur throughout a company's life cycle, tax gurus John Karayan, Charles Swenson, and Joseph Neff focus on strategic tax planning for the non-tax, decision-making manager in Strategic Corporate Tax Planning.

Rather than focusing on detailed, nation-specific tax rules, the authors direct their attention toward giving their readers a critical mass of tax knowledge, communicating universal principles that can be applied in any situation. To this end they introduce an innovative tax strategy system, SAVANT, an acronym for how tax planning fits into business decisions: Strategy, Anticipation, Value-Adding, Negotiating, and Timing. Karayan, Swenson, and Neff show how managers can apply this framework to typical business transactions, illustrating their points with numerous real-life examples. Breaking the life cycle of a business into four sections-(1) Understanding Strategic Tax Planning: A Framework, (2) Forming the Enterprise, (3) Operating the Firm, and (4) Changing the Original Form-the book's chapters include:

- * Choosing a Legal Entity: Risk Management, Raising Capital, and Tax Management
- * New Products: Development, Promotion, and Advertising
- * Attracting and Motivating Employees and Managers: Company and Employee Tax Planning
- * Mergers and Acquisitions

The authors also cover the four techniques generally employed in tax strategies-creation, conversion, shifting, and splitting-as well as non-U.S. and cross-border tax implications. A company generally bases its operational decisions on after-tax cash flows, meaning taxes have a dramatic impact on corporate success and even non-tax managers need to understand the tax implications of their decisions. Strategic Corporate Tax Planning shows managers how to apply the fundamentals of taxation in their business decisions, empowering them to be more effective in their jobs.

From the Back Cover

Praise for Strategic Corporate Tax Planning

"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

About the Author

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.

CHARLES W. SWENSON, PhD, CPA, is Professor of Taxation at the University of Southern California. His professional experience includes being a tax consultant with Pricewaterhouse-Coopers. Winner of several American Taxation Association Awards, Professor Swenson has published extensively in leading journals.

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