



## Strategic Business Tax Planning, Second Edition

By John E. Karayan, Charles W. Swenson

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*Strategic Business Tax Planning, Second Edition* is the definitive handbook on business tax planning, skipping the unnecessary and minute taxation details and focusing instead on the big picture in taxes. Organized around business processes, this reader-friendly guide shows you how to optimally put tax management principles to work in your business.

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## **Editorial Review**

### **From the Inside Flap**

Supplying managers with essential information to optimally put the fundamentals of taxation to work in their business decisions, *Strategic Business Tax Planning, Second Edition* succinctly presents the principles of tax management and its applications in everyday situations. The Second Edition communicates universal principles that enable managers to maximize shareholder value and become more effective in their jobs.

With over fifty years of professional experience between them, authors and tax experts John Karayan and Charles Swenson present readers with a critical mass of tax knowledge that reveals how to take full advantage of tax impacts by balancing expected tax burdens against the costs of reducing them.

Toward this goal, the authors employ a practical tax strategy system, SAVANT, an acronym for how tax planning fits into business decisions. Illustrating to nontax specialists a systematic method for analyzing situations in order to generate tax-savings opportunities, SAVANT is: Strategy, Anticipation, Value-Adding, Negotiating, and Timing. Karayan and Swenson teach managers to apply this framework to typical business transactions, demonstrating their points with numerous real-life examples. Using the SAVANT framework, managers can trigger consideration of key tax issues and use tax rules to make better decisions in their business, public, and private lives.

Appropriate for undergraduate students as well as financial managers and consultants, *Strategic Business Tax Planning, Second Edition* includes: a revision of writing style for a more accessible and reader-friendly presentation and the latest coverage of major federal tax acts, key cases, and administrative pronouncements.

### **From the Back Cover**

Business decision-makers need to think bottom line—and that means after taxes.

Drawing upon more than fifty years of professional experience between them, authors and tax experts John Karayan and Charles Swenson deftly show managers how to get to the bottom line without getting bogged down in the details of taxes.

*Strategic Business Tax Planning, Second Edition* is the definitive handbook on business tax planning, skipping the unnecessary and minute taxation details and focusing instead on the big picture in taxes. Organized around business processes, this reader-friendly guide shows you how to optimally put tax management principles to work in your business.

Appropriate for undergraduate finance students as well as professionals, this Second Edition is updated to include the newest federal tax acts as well as a host of key cases and administrative pronouncements.

### **About the Author**

**JOHN E. KARAYAN, JD, PHD**, is a professor at California State Polytechnic University, Pomona. He is also a Partner at the law firm of Bond Karayan. Prior to his academic career, he was director of taxes at Informatics General Corporation (now Sterling Software); assistant tax counsel at The Parsons Corporations,

and supervising specialist at Coopers & Lybrand (now PricewaterhouseCoopers). He is the Editor in Chief of the Journal of Interdisciplinary Studies as well as a member of the editorial review board (former associate editor) of Mid-Atlantic Journal of Business, Research in Healthcare Financial Management, and the Business Forum Journal.

**CHARLES W. SWENSON, CPA, PHD**, is Professor and Leventhal Research Fellow in the Marshall School of Business at the University of Southern California, where he has taught for the last nineteen years. He holds a joint appointment at the California Institute of Technology (Caltech). His practice experience includes PricewaterhouseCoopers and Deloitte & Touche. He is a member of the AICPA and the American Economics Association, and is a cofounder of the National Tax Credit Group, LLC.

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