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An event study is a statistical method to assess the impact of an event on the value of a firm. For example, the announcement of a merger between two

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business entities can be analyzed to see whether investors believe the merger will create or destroy value. The basic idea is to find the abnormal return attributable to the event being studied by adjusting for the return that stems from the price fluctuation of the market as a whole. The event study was invented by Ball and Brown. As the event met

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Event Study Definition - investopedia.com

Finance theory suggests that capital markets reflect all available information about firms in the firms' stock prices. Given this basic premise, one can study how a particular event changes a firm's prospects by quantifying the impact of the event on the firm's stock. Finance scholars have developed the 'event study methodology' to perform this type

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