Variable	Description	Source
Sales Revenues	ds104	Datastream
Log Real Sales	ds104 deflated by a 2-digit SIC	Datastream; Office for National
	output price series, in logs	Statistics.
Employment	Log of ds219	Datastream, replaced with Extel
		data where appropriate.
Capital stock	Replacement cost estimate of the capital stock	Datastream (see Data Appendix)
Real Capital Stock	Capital stock deflated by	ONS
	investment price series, in logs	
Investment level	Gross investment	Datastream (see Data Appendix)
Profits	Profits net of interest, taxes and	Datastream
	depreciation, gross of dividends	
	(ds182)	
Return-on-sales	Profits/ds104	
Return-on-capital	Profits/Capital stock	
Cash flow	Profits net of interest and taxes	Datastream
	plus depreciation (ds182+ds136)	
Cash flow return-on-	Cash flow/Sales	
sales		
Dividend level	ds187	Datastream
Dividends-to-sales	ds187/ds104	
Leverage	Debt-Capital Ratio	Datastream.
	(ds321/Capital stock)	Debt is at book value.
Tobin's Q	(ds321+HMV)/Capital stock	Datastream.
		HMV is market valuation of
		equity on the last day of the
-		accounting year.
Income gearing	Interest payments relative to	Datastream
	earnings	
	(ds153/(ds153+ds157+ds136))	
Age	Measured in years from listing on	London Share Price Database.
T · · · 1'.	London Stock Exchange	D. ()
Liquidity	Total cash and equivalent	Datastream.
	deflated by the capital stock	
Dumouna	(ds375/Capital stock)	Eingnoigh Timog CD DOM
Rumours	Annual count of number of	Financial Times CD-ROM 1988-95.
	articles reporting takeover	1700-7J.
	speculation on the company in	
	question; see Data Appendix.	

Data Appendix Table: Description of Variables