

Table 8-t

ROE and Levers of Performance for 10 Diverse Companies, 1995

	<u>Return on</u> <u>Equity</u>		<u>Profit</u> <u>Margin</u>		<u>Asset</u> <u>Turnover</u>		<u>Financial</u> <u>Leverage</u>
Analog Devices, Inc.	18.2	=	12.7	x	0.94	x	1.53
Bank America Corporation	13.2	=	13.1	x	0.09	x	11.49
Duke Power	14.9	=	15.3	x	0.35	x	2.79
Exxon Corporation	16.0	=	5.3	x	1.33	x	2.26
Food Lion Inc.	15.7	=	2.1	x	3.10	x	2.40
Hewlett-Packard	20.6	=	7.7	x	1.29	x	2.06
Nike	20.4	=	8.4	x	1.51	x	2.60
Nordstrom Inc.	11.6	=	4.0	x	1.51	x	1.92
Southwest Airlines	12.8	=	6.4	x	0.88	x	2.28
Tiffany & Company	14.8	=	4.9	x	1.23	x	2.48

Source: Adapted from Higgins (1998)

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