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essentials of corporate finance 7th edition by ross westerfield and jordan is written to convey the most important concepts and principles of corporate finance at a level that is

approachable for a wide audience the authors retain their modern approach to finance but have distilled the subject down to the essential topics in 18 chapters they believe that understanding the why is just as important if not more so than understanding the how especially in an introductory course three basic themes emerge as their central focus 1 an emphasis on intuition separate and explain the principles at work on a common sense intuitive level before launching into specifics underlying ideas are discussed first in general terms then followed by specific examples that illustrate in more concrete terms how a financial manager might proceed in a given situation 2 a unified valuation approach net present value is treated as the basic concept underlying corporate finance every subject the authors cover is firmly rooted in valuation and care is taken to explain how decisions have valuation effects 3 a managerial focus students learn that financial management concerns management the role of financial manager as decision maker is emphasised and they stress the need for managerial input and judgment

corporate finance by ross westerfield jaffe and jordan was written to convey the most important corporate finance concepts and applications as a level that is approachable to the widest possible audience the concise format managerial context and design and student friendly writing style are key attributes in this text we took the best from rwj fundamentals and rwj corporate to create a book that fits an underserved need in the market rwj core principles strikes a balance by introducing and covering the essentials while leaving more specialized topics to follow up courses this text distills the subject of corporate finance down to its core while also maintaining a deciding modern approach the well respected author team is known for their clear accessible presentation of material that makes this text an excellent teaching tool

corporate finance by ross westerfield jaffe and jordan emphasises the modern fundamentals of the theory of finance while providing contemporary examples to make the theory come to life the authors present corporate finance as the working of a small number of integrated and powerful intuitions rather than a collection of unrelated topics they develop the central concepts of modern finance arbitrage net present value efficient markets agency theory options and the trade off between risk and return and use them to explain corporate finance with a balance of theory and application the twelfth edition includes many exciting new research findings as well as the incorporation of the tax cuts and jobs act tcja throughout the text

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research paper undergraduate from the year 2003 in the subject business economics investment and finance grade 2 0 b european business school international university schlo reichartshausen oestrich winkel corporate finance and capital markets language english abstract this book examines the links between corporate finance and the theory of the firm as a basis for this analysis theoretical foundations in corporate finance and the theory of the firm are provided furthermore current research on the theory of the firm and corporate finance for the recently emerged type of firm of the human capital intensive firm is presented the most significant part of the analysis is the evaluation of the interrelation between corporate finance and the theory of the firm using a 3x3 matrix this matrix compares three important theoretical frameworks of the firm the firm as a nexus of contracts as a collection of growth options and as a collection of assets with three major fields of corporate finance capital structure corporate governance and valuation this assessment is done for the traditional asset intensive industrial firm one of two basic types of firms in today s economy for giving an additional insight into current research the recently emerged human capital intensive firm is shortly described in comparison to the traditional asset intensive firm and implications for corporate finance for this new type of firm are explained as a conclusion three major results can be stated firstly the theory of the firm definitely influences corporate finance for all described views of the firm and it is thus an important basis for corporate finance this fact makes it necessary to consider the underlying issue of the theory of the firm for each problem in corporate finance secondly different views of the theory of the firm have different implications for corporate finance for example the appropriate valuation method depends on the considered view of t

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