

# Principles Of Managerial Finance 13th Edition By Gitman Lawrence J Zutter Chad J Hardcover

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this is the only textbook that describes 1 how investors actually behave 2 the reasons  
and causes of that behavior 3 why the behavior hurts their wealth and 4 what they can  
do about it jacket

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provides a solid foundation in the principles of derivatives

this book provides individuals with an accessible and practical introduction to those

concepts that are fundamental to being financially fit offering both technical and interpretative content this valuable guide aims to enhance the reader's financial literacy by grounding discussion in the real world and showing the relevance of various topics such as financial planning taxes financing investments and risk management from deciphering financial statements and setting up flexible budgets to calculating personal taxes and planning for retirement it includes unique twists on finance and expert advice for life long money management

intended for use in an introductory finance course this textbook emphasizes the skills needed to make good financial decisions it outlines fundamental concepts and provides detailed discussions of topics like securities corporate valuation strategic investment and working capital management two cd roms contain displays tools kits models files spreadsheets and reference materials brigham teaches at the university of florida ehrhardt teaches at the university of tennessee distributed by isbs c book news inc

written for the undergraduate student fundamentals of multinational finance second edition is a focused streamlined adaptation of the market leading classic multinational business finance committed to preparing the leaders of tomorrow's multinational enterprises the authors have included numerous mini cases and real world examples to teach students to recognize the challenges and benefit from the opportunities inherent in modern global markets lucid explanations and engaging vignettes are rendered in the authoritative voice of the best selling authors

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covering the same topics found in more advanced level texts investments incorporates minimal math and is much more student friendly resulting in an increased excitement for and understanding of the basic investment course material it is the text of choice for the college of financial planning it includes a strong focus on the individual financial planner and features a financial advisor's investment case at the end of each chapter these short cases illustrate how text material applies to real investment decisions financial calculators are introduced and utilized throughout the text with explanations employing both interest tables and the calculator it is also ideal for non majors courses

the goal of this text is to introduce the business major and particularly the non finance major to the broad field of finance rather than just corporate finance mayo s is one of the only books that attempts coverage of all three major areas of finance while maintaining a level appropriate for introductory courses in both 2 year and 4 year schools since many students will have only this exposure to the subject the text gives them a working knowledge of all aspects of introductory finance

includes bibliographical references and index

it easier for students to access a wider scope of global business

while small businesses share many of the problems of their larger counterparts in terms of financial management the smaller firm faces issues uniquely its own the first of its kind this text addresses finance from the small business and entrepreneurial perspective not from the perspective of the corporate goliaths written by a world renowned author team the text introduces students to the essential principals of small business finance applying general financial theory where applicable as well as focusing on small business specific issues such as options for sources of capital

this book was written to provide a straightforward approach to understanding international banking it covers all the traditional course topics credit analysis electronic banking the eurobond market debt crisis and international supervision while also providing a solid grounding in the history of banking and its influences on modern practices throughout the text the authors continually convey the message that international banking is a dynamic business in which change is a constant feature

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