

Principles Of Managerial Finance 13th Edition Gitman

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once again principles of managerial finance brings you a user friendly text with strong pedagogical features and an easy to understand writing style the new edition continues to provide a proven learning system that integrates pedagogy with concepts and practical applications making it the perfect learning tool for today s students the book concentrates on the concepts techniques and practices that are needed to make key financial decisions in an increasingly competitive business environment not only does this text provide a strong basis for further studies of managerial finance but it also incorporates a personal finance perspective the effect is that students gain a greater understanding of finance as a whole and how it affects their day to day lives it answers the question why does finance matter to me by providing a balance of managerial and personal finance perspectives clear exposition comprehensive content and a broad range of support resources principles of managerial finance will continue to be the preferred choice for many introductory finance courses

this supplement consists of the lecture presentation software slides in a printed format in order to facilitate notetaking in the classroom

gitman s brief third edition approaches introductory finance with a focused concentration on the

fundamental concepts techniques and practices of managerial finance integrating pedagogy with the concepts and practical applications necessary for a solid understanding of managerial finance this edition equips instructors and students to concentrate on the concepts techniques and practices for keen financial decision making in an increasingly competitive business environment

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principles of managerial finance

for introduction to managerial finance courses guide students through complex material with a proven learning goal system this system a hallmark feature of principles of managerial finance brief weaves pedagogy into concepts and practice giving students a roadmap to follow through the text and supplementary tools myfinancelab for principles of managerial finance brief seventh edition creates learning experiences that are truly personalized and continuously adaptive myfinancelab reacts to how students are actually performing offering data driven guidance that helps them better absorb course material and understand difficult concepts resulting in better performance in the course a dynamic set of tools for gauging individual and class progress means educators can spend less time grading and more time teaching this program will provide a better teaching and learning experience for you and your students here s how improve results with myfinancelab myfinancelab delivers proven results in helping students succeed and provides engaging experiences that personalize learning guide students with a proven learning goal system integrating pedagogy with concepts and practical applications this system presents the material students need to make effective financial decisions in a competitive business environment provide real hands on examples and connections personal finance connections international considerations and excel spreadsheet practice help students identify and apply concepts in their daily lives note you are purchasing a standalone product myfinancelab does not come packaged with this content if you would like to purchase both the physical text and myfinancelab search for isbn 10 0133740897 isbn 13 9780133740899 that package includes isbn 10 0133546403 isbn 13 9780133546408 and isbn 10 0133565416 isbn 13 9780133565416 myfinancelab is not a self paced technology and should only be purchased when required by an instructor

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this book should be of interest to undergraduate courses in financial management or corporate finance

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