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recoge la gestión económico financiera gestión económico financiera del circulante gestión económico financiera a largo plazo finanzas corporativas finanzas internacionales el proceso de planificación económico financiera

las funciones que desarrolla el área de finanzas se suelen dividir en varias subdivisiones que forman en su totalidad una misión integrada una de dichas funciones más destacables es la que trata de la gestión del circulante esta incluye la problemática financiera de todo aquello relacionado con comprar pagar vender cobrar relación con clientes proveedores y bancos es un libro de gran utilidad para directivos del área de finanzas interesados en optimizar la gestión de sus activos y pasivos circulantes

el autor trata de responder la pregunta que se hacen muchos responsables de la gestión financiera de una empresa y que tiene que ver con el manejo de la liquidez del negocio por ello apuntes de finanzas operativas tiene como objetivo principal acercar a los lectores los conceptos y técnicas que conforman las finanzas operativas este libro es fruto de la experiencia del autor en las esferas profesional y docente y se ha visto enriquecido por los comentarios de los lectores de su blog el libro explica a lo largo de seis capítulos los aspectos básicos del análisis financiero los ratios y medidas de creación de valor el apalancamiento la planeación financiera y la gestión y financiamiento del capital de trabajo todas las unidades a excepción de la primera y la última incluyen pequeños casos o ejercicios donde se explica la metodología y los pasos a seguir

valoración de empresas ayuda al lector a valorar cualquier empresa o proyecto de inversión también le ayuda a identificar los factores más relevantes en el proceso de creación de valor y a analizar otras valoraciones de empresas la tercera edición incorpora 8 capítulos nuevos y 5

capítulos muy transformados los veintitrés capítulos restantes han sido actualizados y modificados los temas nuevos son los siguientes valoraciones en procesos de arbitraje n análisis del trabajo de los analistas y de los gestores de fondos creación de valor de empresas europeas y americanas inutilidad de las betas calculadas apv valoración de empresas estacionales métodos más habituales para alterar los beneficios 97 errores frecuentes en valoraciones de empresas se profundiza además en los siguientes temas 10 métodos de valoración por descuento de flujos tipos de flujos y tasas utilizados en valoración determinación de la prima de riesgo en españa y en mercados internacionales opciones reales limitaciones de la valoración por múltiplos definición y medición de la creación de valor para los accionistas factores que afectan al valor de las acciones value drivers utilidad y limitaciones del eva valoración de marcas e intangibles para ayudar al lector a asimilar los conceptos el libro contiene 249 figuras 410 tablas y más de 100 ejemplos referidos a más de 800 empresas esta edición contiene 160 tablas y 49 figuras más que la anterior y un cd complementario pablo fernández es doctor en finanzas harvard university mba iese e ingeniero industrial es profesor de finanzas en el iese donde imparte cursos sobre valoración de empresas operativas y finanzas estructurales su actividad de consultoría se centra en la valoración y compra venta de empresas el lector puede encontrar actualizadas todas las tablas y figuras del libro en la página web web iese edu pablofernandez

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