

# Essentials Of Managerial Finance

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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

gitman s proven learning goal system a hallmark feature of principles of managerial finance weaves pedagogy into concepts and practice providing students with a road map to guide them through the text and supplementary tools this title is a pearson global edition the editorial team at pearson has worked closely with educators around the world to include content which is especially relevant to students outside the united states

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

for introductory courses in managerial finance using financial concepts to solve real world problems with a proven teaching and learning framework the teaching and learning system a hallmark feature of principles of managerial finance weaves pedagogy into concepts and

practice giving students a roadmap to follow through the text and supplementary tools the 16th edition concentrates on the material students need to know in order to make effective financial decisions in an increasingly competitive business environment it allows students to make the connections between a firm's action and its value as determined in the financial market with a large number of examples this text is an easily accessible resource for in and out of class learning

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firm's action and its value by providing real life examples accessible offers the opportunity to apply the text in personal situations with content suitable for in and out of class learning practical approach makes learning relevant to students by highlighting the value of applying financial principles and techniques to students' personal lives

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