

Principles Of Managerial Finance Brief 6th Edition

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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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lawrence j gitman appeared as first named author on earlier editions

gitman s brief fourth edition approaches introductory finance with a focused concentration on the fundamental concepts techniques and practices of managerial finance through a proven fully integrated learning system this streamlined text artfully weaves together pedagogy with concepts and practice providing students with a road map to guide them through the content gitman s fourth edition stays on the cutting edge with progressive new tools and fresh thought provoking content this revision brings new examples new pedagogical features and an increased emphasis on the ethical implications of financial decisions adding currency and depth to the text s effective consistent framework for learning the new focus on ethics explores such provocative topics as trusting bond raters and ethical accounting practices gitman s proven learning system begins by introducing learning goals at the start of each chapter and then clearly and consistently reinforcing key concepts in context end of chapter materials summarize and review the learning goals and the system even carries over into supplemental materials factors and the potential impact on the owner

s wealth focus on value at the end of each chapter reinforces the link between the financial manager s actions and share value across the disciplines opens every chapter with a discussion of the intersection of the finance topics covered in the chapter with the concerns of other major business disciplines a diverse set of pedagogical aids using real world examples and exercises foster students comprehension of both theory and practice new and updated in practice boxes focus readers on important topics using real world companies to explore areas of practice and new to this edition ethics and global issues spreadsheet exercises at the end of every chapter and spreadsheet solutions in selected chapters demonstrate how many finance problems can be solved using excel marginal notes enrich text discussion and key equations highlight the most important mathematical information

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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

for introductory courses in managerial finance help students apply 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 brief weaves pedagogy into concepts and practice giving students a roadmap to follow through the text and supplementary tools the 8th edition global 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 generous amount of examples this text is an easily accessible resource for in and out of class learning the full text downloaded to your computer with ebooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends ebooks are downloaded to your computer and accessible either offline through the bookshelf available as a free download available online and also via the ipad and android apps upon purchase you'll gain instant access to this ebook time limit the ebooks products do not have an expiry date you will continue to access your digital ebook products whilst you have your bookshelf installed

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dealing with the principles of managerial finance this text incorporates a diverse group of pedagogical aids real world examples and exercises to aid student comprehension of both theory and practice

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