

Arthur J Keown John D Martin J William Petty David F

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Motivate your students to study finance by focusing on its five underlying principles. This Global Edition has been edited to include enhancements making it more relevant to students outside the United States Foundations of Finance enables students to see the big picture by helping them understand the logic that drives finance rather than having them memorize formulas.

For upper-division undergraduate and MBA students as well as business professionals. Seeing the economic realities of the modern corporation through an integrated approach.

Titman/Martin presents an integrated approach to both project and enterprise valuation, showing readers the economic realities that today's modern corporations face. This text also goes beyond standard DCF analysis by including additional valuation methods that are commonly used in practice, such as comparables, simulations, and real options. The second edition includes an increased emphasis on enterprise valuation, a new chapter on financial forecasting, and enhanced examples and illustrations.

Taken from: Foundations of Finance: The Logic and Practice of Financial Management, Ninth Edition by Arthur J. Keown, John D. Martin and J. William Petty.

For undergraduate courses in Corporate Finance. The Five Key Principles for the Foundations of Finance Foundations of Finance retains its foundational approach to the key concepts of finance, bolstered by real-world vignettes, cases, and problem exercises. Utilizing five principles, which are presented at the beginning of the book and applied throughout, the authors introduce a multi-step approach to financial problem solving that appeals to readers' at all levels, math and numerical skills. As in previous editions, the Ninth Edition focuses on valuation and opens every chapter with a vignette based on financial decisions faced by contemporary, real-world companies and firms. Other highly useful features include mini cases, cautionary tales, lists of key terms, and a discussion of ethics. Revised and updated, the newest edition includes new lecture videos, financial thinking, user feedback, and lessons from the recent economic crisis. Also Available with MyFinanceLab™ MyFinanceLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Note: You are purchasing a standalone product; MyFinanceLab does not come packaged with this content. Students, if interested in purchasing this title with MyFinanceLab, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyFinanceLab, search for:

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With its exciting introduction of the Harley-Davidson focus company theme, this book continues to provide a solid, enduring foundation of the tools of modern theory while at the same time developing the logic behind their use. The “10 Principles of Finance” (formerly “Axioms”) provide the framework, or “the big picture” of finance, which ties the major concepts of the book together. A six-part organization covers the scope and environment of financial management, valuation of financial assets, investment in long-term assets, capital structure and dividend policy, working-capital management, and special topics in finance, and special topics in finance. For an enduring understanding of the basic tools and fundamental principles upon which finance is based.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Through the presentation of the Ten Fundamental Principles of Personal Finance, this text empowers students with the knowledge they need to successfully make and carry out a plan for their own financial future.

KEY BENEFIT: Keown allows readers to see the big picture by letting them understand the logic that drives finance rather than memorizing formulas. Very user friendly, the basic pedagogical approach to the presentation of new tools and techniques is “say it” then “illustrate it with an example” and reinforce with lots of “real world examples”. As well as including strong international coverage some key topics are: Financial Markets and Interest Rates; Understanding Financial Statements and Cash Flows; Time Value of Money; Risk and Return; Bond and Stock Valuation; Capital-Budgeting Techniques and Practice; Cash Flows and Other Topics in Capital Budgeting; and Current Asset Management. For an enduring understanding of the basic tools and fundamental principles upon which finance is based.

Revised edition of Foundations of finance, 2014.

For undergraduate courses in corporate finance and financial management. Develop and begin to apply financial principles Students often struggle to see how financial concepts relate to their personal lives and prospective careers. Financial Management: Principles and Applications gives students a big picture perspective of finance and how it is important in their personal and professional lives. Utilizing five key principles, the 13th Edition provides an approachable introduction to financial decision-making, weaving in real world issues to demonstrate the practical applications of critical financial concepts. Also available with MyLab Finance MyLab(tm) Finance is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Students, if interested in purchasing this title with MyLab Finance, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information.

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Foundations of FinancePrentice Hall

"Foundations of Finance "enables students to see the big picture by letting them understand the logic that drives finance rather than having them memorize formulas. The book motivates the study of finance with a focus on five underlying principles.

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