



Foundations of Finance: The Logic and Practice of Financial Management (6th Edition)

Arthur J. Keown, John D. Martin, J. William Petty, David F Scott

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
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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.

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