

## 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

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, reinforcing the link between the financial manager's actions and share value across the disciplines. Every chapter opens 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, fosters 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. 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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