

Financial Management



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For undergraduate courses in Corporate Finance and Financial Management. This text provides the theory you need with the practice you want. With its exciting integration of the Harley-Davidson company theme, this text continues to provide a solid, enduring foundation of the tools of modern theory in practice while at the same time developing the logic behind their use. This text uses "10 Principles of Finance" as a unifying framework to tie the major concepts of the book together.

作者介绍:

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评论

Funny to say, this was my first Finance book way back to my sophomore yr. It's a good book for beginner, gives simple knowledge foundation and great explanations of many necessary financial concepts. To be honest, it initially inspired my CFA study. Not only because the book was easy to read, but also the prof was so passionate, I love her indeed.

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书评

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