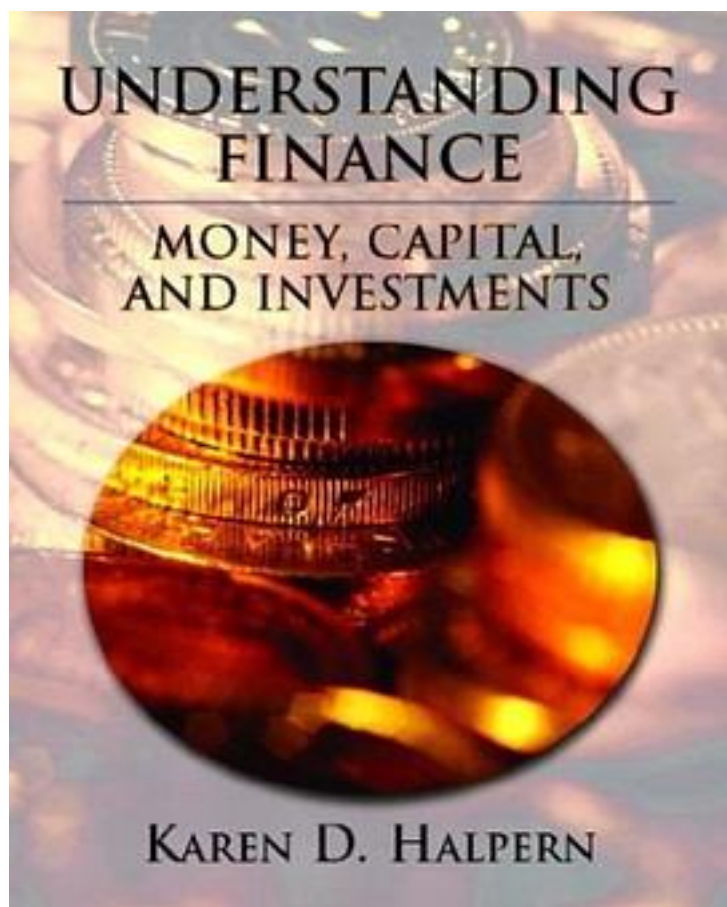


Understanding Finance



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For freshman-level courses in finance. Combining theory and practical knowledge of finance, this comprehensive yet accessible First Edition provides students with a text that is grounded in "real" business. Focusing on financial issues in local businesses and small- to medium-sized companies rather than Fortune 500 corporations, this text

delivers a user-friendly introduction to the world of finance that answers the many basic "what" and "why" questions, furnishing students with a solid understanding of this intricate area of business that they can apply in the working world.

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