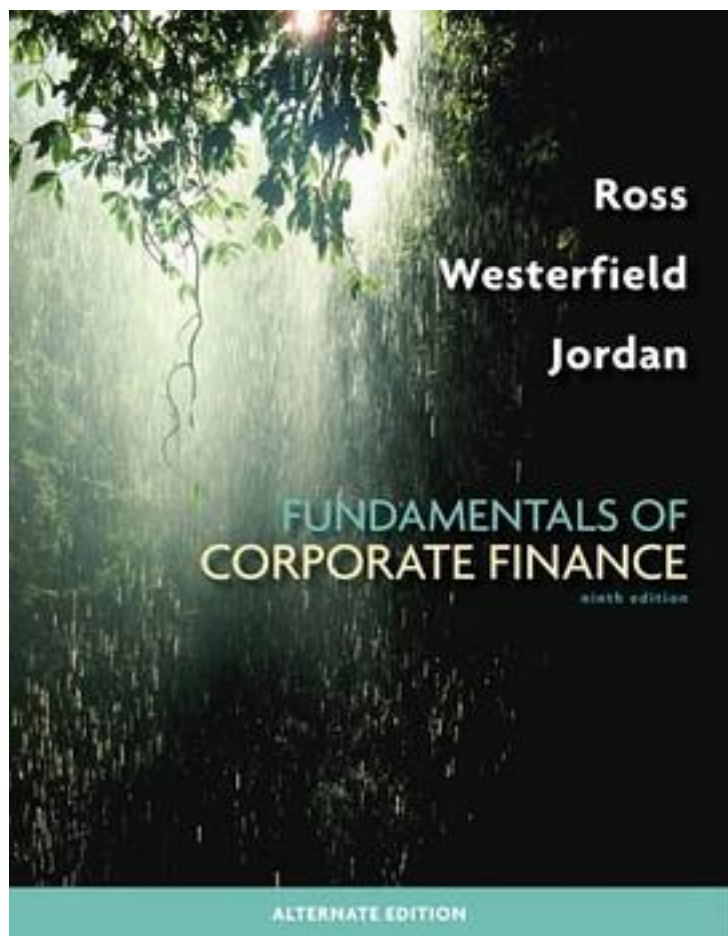


Fundamentals of Corporate Finance Alternate Edition



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The best-selling Fundamentals of Corporate Finance (FCF) is written with one strongly held principle– that corporate finance should be developed and taught in terms of a

few integrated, powerful ideas. As such, there are three basic themes that are the central focus of the book: 1) An emphasis on intuition—underlying ideas are discussed in general terms and then by way of examples that illustrate in more concrete terms how a financial manager might proceed in a given situation. 2) A unified valuation approach—net present value (NPV) is treated as the basic concept underlying corporate finance. Every subject covered is firmly rooted in valuation, and care is taken to explain how particular decisions have valuation effects. 3) A managerial focus—the authors emphasize the role of the financial manager as decision maker, and they stress the need for managerial input and judgment.

The Ninth Edition continues the tradition of excellence that has earned *Fundamentals of Corporate Finance* its status as market leader. Every chapter has been updated to provide the most current examples that reflect corporate finance in today's world. The supplements package has been updated and improved, and with the new Excel Master online tool, student and instructor support has never been stronger.

The Alternate Edition includes 6 more chapters than the Standard Edition.

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Stephen Ross is presently the Franco Modigliani Professor of Finance and Economics at the Sloan School of Management, Massachusetts Institute of Technology. One of the most widely published authors in finance and economics, Professor Ross is recognized for his work in developing the Arbitrage Pricing Theory and his substantial contributions to the discipline through his research in signaling, agency theory, option pricing, and the theory of the term structure of interest rates, among other topics. A past president of the American Finance Association, he currently serves as an associate editor of several academic and practitioner journals. He is a trustee of CalTech, a director of the College Retirement Equity Fund (CREF), and Freddie Mac. He is also the co-chairman of Roll and Ross Asset Management Corporation.

Randolph W. Westerfield is Dean of the Marshall School of Business at University of Southern California and holder of the Robert R. Dockson Dean's Chair of Business Administration. From 1988 to 1993, Professor Westerfield served as the chairman of the School's finance and business economics department and the Charles B. Thornton Professor of Finance. He came to USC from The Wharton School, University of Pennsylvania, where he was the chairman of the finance department and member of the finance faculty for 20 years. His areas of expertise include corporate financial policy, investment management and analysis, mergers and acquisitions, and stock market price behavior. Professor Westerfield has served as a member of the Continental Bank trust committee, supervising all activities of the trust department. He has been consultant to a number of corporations, including AT&T, Mobil Oil and Pacific Enterprises, as well as to the United Nations, the U.S. Department of Justice and Labor, and the State of California.

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评论

Fall 2010, NCC 5560 Managerial Finance, Jerome Hass

FIN3610-corp. The book is easy to read and the best part was that it provided a website with chapters exercises, which really helped to prepare for my CFA test on Long-Term Financial Planning and Growth, Valuation of Future CFs, Project Analysis and Evaluation, Financial Leverage and Capital Structure, Interest Rates and Bond and Stock Valuation.

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