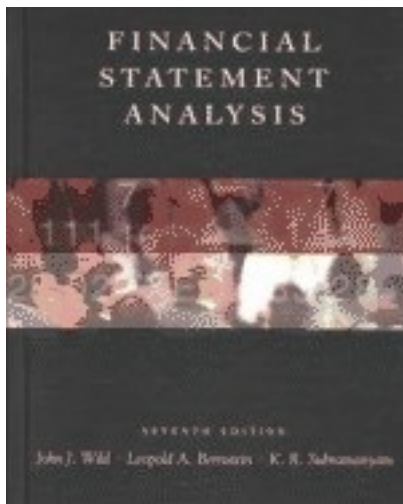


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出版者:McGraw-Hill Irwin

出版时间:2001

装帧:

isbn:9780072321135

The practice of financial statement analysis is important because of its enormous implications for economic development, allocation of financial resources, and the economic well-being of many companies and individuals. This textbook's goal is to give readers a distinct competitive advantage in an increasingly competitive market as it continues to set the standard in showing students the keys to effective financial statement analysis. This text is aimed at students with broad business career interests, as well as those specializing in accounting and finance. As such, it broadens the book's appeal and the perspectives of students not accustomed to thinking in the larger decision-making context. The authors used 3 key considerations guiding their writing efforts: 1. To make the book relevant to students; 2. To encourage students to think in an evaluative or inferential manner; and 3. To make the material accessible and interesting to students.

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