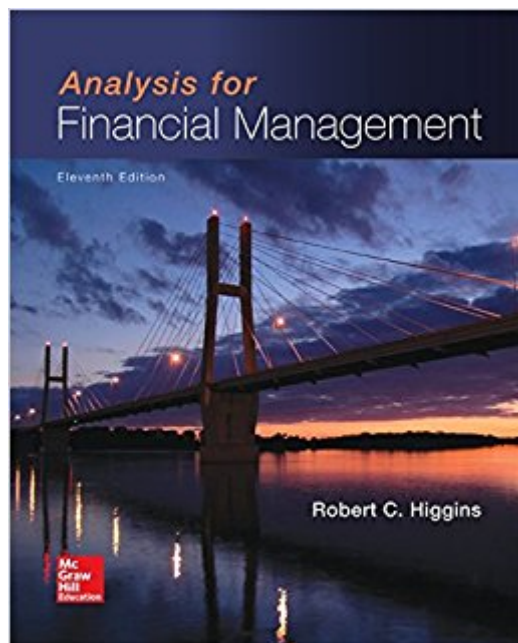




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Analysis For Financial Management (Mcgraw-Hill/Irwin Series In Finance, Insurance, And Real Estate)



Synopsis

Analysis for Financial Management, 11e presents standard techniques and modern developments in a practical and intuitive manner with an emphasis on the managerial applications of financial analysis. It is intended for non-financial managers and business students interested in the practice of financial management. New with the Eleventh Edition, Online McGraw-Hill's adaptive learning component, LearnSmart, provides assignable modules that help students master chapter core concepts and come to class more prepared.

Book Information

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Customer Reviews

I expected this book to be very dry and to the point, focusing on the nuts and bolts of finance and little else. I was surprised once I started reading that it was actually written well, and with a sense of humor. Sure, some of it is the nerdy accountant joke type stuff, but there are also some witty and sarcastic quips too - it makes you feel like a real, normal person wrote the text rather than some robot professor. That said, it also offers a comprehensive - if somewhat shallow - overview of financial management and analytic techniques. You'll learn about financial statements, forecasting, financing instruments, and evaluation of projects and firms. I think it is very helpful to read this if you have an interest in business, but not a strong background - definitely good for any future managers. It won't give you a super in depth view of everything a CFO might need to know and if you're really into corporate finance you'll likely have to look elsewhere pretty soon. Financial Management: Theory & Practice is a more in-depth option for those interested, though it doesn't have the same

casual element.

Helpful explanations on concepts.

Very good book. Well laid out, useful practice problems, and there's even a bit of humor now and then. I'm keeping this one after school.

A humorous overview of corporate financial techniques. Very interesting concepts taught with overly long case studies made tolerable by an unexpected level of wit from a finance textbook.

This book is really good I especially recommend it because of the excel problems that it has they include information about real companies and if you do the problems they sum of most of the chapter.

It is a great book but I wish I can rent it again cuz it is more portable as digital device than printed copy. It would be great if the author bring it back to Kindle

It is very good.

Great book! Exactly what I was looking for!

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