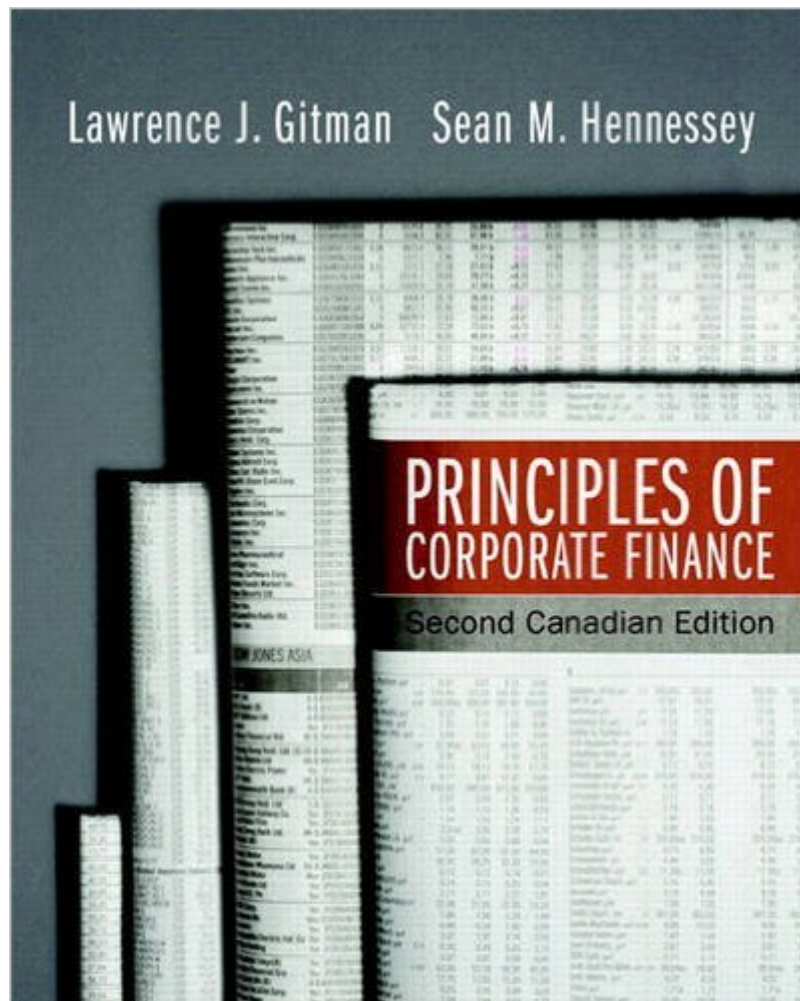


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Principles Of Corporate Finance, Second Canadian Edition (2nd Edition)



Synopsis

The Corporate Edition of Gitman's "Principles of Managerial Finance" combines greater depth and breadth of financial topics with the author's proven learning system. Gitman's learning system makes it easy for students to understand and fully appreciate the key concepts, tools, and techniques needed for astute financial decision making in today's competitive business arena. The text's organization conceptually links a firm's actions to its value as determined in the securities markets. Each major decision area is presented in terms of both risk and return factors and their potential impact on the owners' wealth, as reflected by share value. With a reliable and consistent framework, the text defines learning goals at the start of each chapter and incorporates a diverse group of pedagogical aids while using real-world examples and exercises to foster students' comprehension of both theory and practice.

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