

## Gitman Principles Of Managerial Finance Sixth Edition

Aims to enable students to understand and fully appreciate the essential theories, concepts, and techniques needed for astute financial decision-making in today's competitive business arena. The text shows students how finance applies across various business disciplines. Focusing on the perspectives of firms and investors, this text recognizes that finance is more than financial management and offers coverage of financial markets, institutions and investments as well.

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For Introduction to Managerial Finance courses. Guide students through complex material with a proven learning goal system. This system-a hallmark feature of Principles of Managerial Finance-weaves pedagogy into concepts and practice, giving students a roadmap to follow through the text and supplementary tools. MyFinanceLab for Principles of Managerial Finance creates learning experiences that are truly personalized and continuously adaptive.

MyFinanceLab reacts to how students are actually performing, offering data-driven guidance that helps them better absorb course material and understand difficult concepts-resulting in better performance in the course. A dynamic set of tools for gauging individual and class progress means educators can spend less time grading and more time teaching. This program will provide a better teaching and learning experience-for you and your students. Here's how:

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\*Improve Results with MyFinanceLab: MyFinanceLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning.\*Guide Students with a Proven Learning Goal System: Integrating pedagogy with concepts and practical applications, this system presents the material students need to make effective financial decisions in a competitive business environment. \*Provide Real, Hands-on Examples and Connections: Personal finance connections, international considerations, and Excel(R) spreadsheet practice help students identify and apply concepts in their daily lives. CORPORATE FINANCE, 2nd Edition was crafted to match the way you teach your MBA-level course. It's a claim we're confident to make because before creating the text, the authors analyzed more than 150 MBA-course syllabi and blended this research with input from professors like you and more than 50 years of personal corporate finance and teaching experience. The result is the most relevant text available for your students-one that presents the latest financial theories within the practical context of today's business. This balance of modern theory and practice is found in features such as Applying the Model examples that demonstrate concepts in action, cross-functional applications that make the book applicable to all students, and innovative CengageNOW for Smart Finance technology that reinforces learning throughout each chapter.

Lawrence J. Gitman appeared as first named author on earlier editions.

The textbook study guide provides students on the go with a valuable resource. It consists of chapter outlines, student exercises, study quizzes. The study guide can be packaged at a low cost with new copies of this text or as a separate supplement.

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Once again, Principles of Managerial Finance brings you a user friendly text with strong pedagogical features and an easy-to-understand writing style. The new edition continues to provide a proven learning system that integrates pedagogy with concepts and practical applications, making it the perfect learning tool for today's students. The book concentrates on the concepts, techniques and practices that are needed to make key financial decisions in an increasingly competitive business environment. Not only does this text provide a strong basis for further studies of Managerial Finance, but it also incorporates a personal finance perspective. The effect is that students gain a greater understanding of finance as a whole and how it affects their day-to-day lives; it answers the question "Why does finance matter to ME?" By providing a balance of managerial and personal finance perspectives, clear exposition, comprehensive content, and a broad range of support resources, Principles of Managerial Finance will continue to be the preferred choice for many introductory finance courses.

In Principles of Managerial Finance, Fourteenth Edition, Gitman and Zutter guide you through the complexities of finance with their proven learning system. Teaching and learning aids are woven into concepts and practice, creating a roadmap to follow through the text. Several features—including Why This Chapter Matters and Personal Finance Examples—show the value of applying financial principles and techniques to everyday life. MyFinanceLab for Principles of Managerial Finance, Fourteenth

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Gitman's Brief Third Edition approaches introductory finance with a focused concentration on the fundamental concepts, techniques, and practices of managerial finance. Integrating pedagogy with the concepts and practical applications necessary for a solid understanding of managerial finance, this edition equips instructors and students to concentrate on the concepts, techniques, and practices for keen financial decision making in an increasingly competitive business environment.

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