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Gitman's Brief Fourth Edition approaches introductory finance with a focused concentration on the fundamental concepts, techniques, and practices of managerial finance. Through a proven, fully integrated learning system, this streamlined text provides students with a road map through the content. The overarching organization of the text is designed to conceptually link 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 the potential impact on the owner's wealth.

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