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**Sinopsis**

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With its exciting introduction of the Harley-Davidson focus company theme, this book continues to provide a solid, enduring foundation of the tools of modern theory while at the same time developing the logic behind their use. The "10 Principles of Finance" (formerly "Axioms" ) provide the framework, or "the big picture" of finance, which ties the major concepts of the book together. A six-part organization covers the scope and environment of financial management, valuation of financial assets, investment in long-term assets, capital structure and dividend policy, working-capital management, and special topics in finance, and special topics in finance. For an enduring understanding of the basic tools and fundamental principles upon which finance is based.