

Librería
Bonilla y Asociados
desde 1950



Título: Financial Management. Principles And Applications

Autor: Keown

Precio: \$576.00

Editorial:

Año: 2004

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780131450653

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.