

Librería  
*Bonilla y Asociados*  
desde 1950



**Título:** Financial Economics

**Autor:** Bodie/ Merton

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**Tema:**

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**Sinopsis**

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**KEY BENEFIT:** This significant new guide to finance has a broader scope and greater emphasis on general principles than most other books of its kind, which typically focus exclusively on corporate finance. Acclaimed authors Bodie and Merton offer an approach balanced among the three "pillars" of finance-optimization over time, asset valuation, and risk management.

**KEY TOPICS:** Encompasses all subfields of finance within a single unifying conceptual framework. Offers the "big picture" of resource allocation over time under conditions of uncertainty. Focuses on personal finance topics, such as saving and investing, as well as asset valuation. Provides spreadsheet modeling exercises in the accompanying Prentice Hall Finance Center CD.

**MARKET:** Ideal for executives or for anyone seeking a solid understanding and overview of the field of finance.