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*Brealey, Fundamentals of Corporate
Finance, 10e, is an introduction to
corporate finance and focuses on how*

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companies invest in real assets, how they raise the money to pay for the investments, and how those assets ultimately affect the value of the firm. It also provides a broad overview of the financial landscape. The book offers a framework for systematically thinking about most of the important financial

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problems that both firms and individuals are likely to confront. Fundamentals is organized around the key concepts of modern finance. These concepts, properly explained, simplify the subject. They are also practical. The tools of financial management are easier to grasp and

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use effectively when presented in a consistent conceptual framework. This text provides that framework.

Is it possible for an investment to be good for a firm's profitability without also being good for the environment, employees, or community? Bolton connects these seemingly disparate

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ideas to show how to incorporate economic costs, benefits, cash flows, and risks into the evaluation of any type of investment.

The books in the Florida and the Caribbean Open Books Series demonstrate the University Press of Florida's long history of publishing

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both foreign and domestic. They examine topics critical to the area such as travel, migration, economic opportunity, and tourism. They look at the growth of Florida and the Caribbean and the attendant pressures on the environment, culture, urban development, and the movement of

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basic themes that are the central focus of the book: 1) An emphasis on intuition-the authors separate and explain the principles at work on a common sense, intuitive level before launching into any specifics. 2) A unified valuation approach-net present value (NPV) is treated as

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the basic concept underlying corporate finance. 3) A managerial focus-the authors emphasize the role of the financial manager as decision maker, and they stress the need for managerial input and judgment. The Tenth Edition continues the tradition of

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fundamentals of the theory of finance, while providing contemporary examples to make the theory come to life. The authors aim to present corporate finance as the working of a small number of integrated and powerful intuitions, rather than a collection of unrelated topics. They develop the

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central concepts of modern finance: arbitrage, net present value, efficient markets, agency theory, options, and the trade-off between risk and return, and use them to explain corporate finance with a balance of theory and application. The well-respected author team is known for their clear, accessible

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a decidedly modern approach. Purely theoretical issues are downplayed, and the use of extensive and elaborate calculations is minimized to

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illustrate points that are either intuitively obvious or of limited practical use. The goal was to focus on what students really need to carry away from a

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Brealey, Principles of
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describes the theory and
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managers must master the practical aspects of their job, but we should spell out why down-to-earth managers need to bother with theory.

Throughout this edition,

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the authors demonstrate how managers use financial theory to solve practical problems. They also explore what financial managers should do to

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basic types of financial
instruments--stocks, bonds,
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their characteristics and features,
their risks and returns, and the
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Aswath Damodaran,

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common sense, intuitive*

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