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fundamentals of corporate finance 5th edition is a core resource for business students particularly those who find the mathematical aspects of finance challenging the text presents financial principles in a clear logical sequence supporting comprehension through a step by step approach beyond technical skills the resource encourages the development of analytical thinking through local examples and real world applications this helps students build the intuition required to apply financial tools effectively in practice

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fundamentals of corporate finance 5th edition develops the key concepts of corporate finance with an intuitive approach while emphasizing computational skills this course helps students develop an intuitive understanding of key financial concepts and provides them with problem solving and decision making skills using an intuitive approach students develop a richer understanding of corporate finance concepts while also enabling them to develop the critical judgments necessary to apply financial tools in real world decision making situations corporate finance 5e offers a level of rigor that is appropriate for both business and finance majors and yet presents the content in a manner that students find accessible

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the course book provides all the knowledge required in a user friendly format with easy navigation it is specifically designed to make your studies as effective and efficient as possible throughout

excerpt from fundamentals of business organization the purpose of this volume is to show that regardless of the size or character of a

business there are certain basic factors and relationships which are essential to its effective organization in this study these fundamental factors and relationships are determined and formulated they are analyzed and explained as to their general applicability their character and constituent elements the necessity for their presence in the structure of the organization and the most satisfactory methods to be employed in putting them into practice about the publisher forgotten books publishes hundreds of thousands of rare and classic books find more at forgottenbooks.com this book is a reproduction of an important historical work forgotten books uses state of the art technology to digitally reconstruct the work preserving the original format whilst repairing imperfections present in the aged copy in rare cases an imperfection in the original such as a blemish or missing page may be replicated in our edition we do however repair the vast majority of imperfections successfully any imperfections that remain are intentionally left to preserve the state of such historical works

this textbook gives a comprehensive overview of the key principles of business marketing the reader will be introduced into methods and theories in order to understand business markets and marketing better not only are the principles of business marketing addressed but also deep knowledge of organizational buying and market research on business markets the book sets the stage for developing marketing programs for business markets in their different facets

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nowadays most managers seek a complete picture when it comes to return on investment and this applies to pr too despite this and the developments in measurement tools for marketing and advertising pr has lagged behind and different professionals have favoured different models ralf leinemann and elena baikaltseva s book brings together the range of models for evaluating pr effectiveness and develops them into a series of appropriate tools for business use basic concepts such as balanced scorecards business fundamentals and planning processes are all covered the authors also introduce their own theory of pr evaluation and apply it to five different types of activity interviews press conferences generic campaigns crisis pr and long term projects in addition the book contains many valuable tips and real life examples throughout written for corporate pr practitioners and marketing communications specialists this book brings together business objectives and the evaluation of company impact in terms of media reputation visibility of the company and its competitors in

total more than 60 different methods of evaluation are discussed providing readers with an indispensable toolkit for mapping each pr task or project by selecting the appropriate method from the menu provided

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