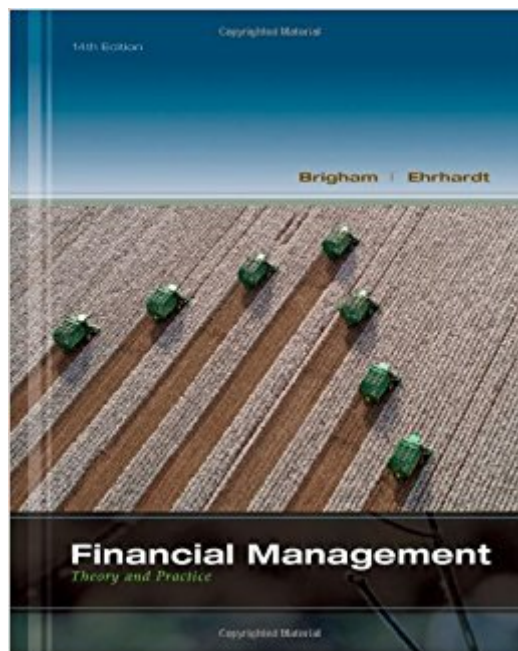


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Financial Management: Theory & Practice (with Thomson ONE - Business School Edition 1-Year Printed Access Card) (Finance Titles In The Brigham Family)



Synopsis

The only text to strike a balance between solid financial theory and practical applications, Brigham/Ehrhardt's FINANCIAL MANAGEMENT: THEORY AND PRACTICE, 14e gives you a thorough understanding of the essential concepts you need to develop and implement effective financial strategies. The book begins with a presentation of corporate finance fundamentals before progressing to discussions of specific techniques used to maximize the value of a firm. It also explores the recent financial and economic crises and the role of finance in the business world. With its relevant and engaging presentation, numerous examples, and emphasis on Excel usage, this text serves as a complete reference tool for you in your academic or business career. Each new copy of Brigham/Ehrhardt's FINANCIAL MANAGEMENT: THEORY AND PRACTICE, 14e includes Thomson ONE Business School Edition, which gives you access to the same Thomson Reuters Financial database that business professionals use every day. It is also packed with additional learning solutions to help you to become First in Finance.

Book Information

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Customer Reviews

This is the best textbook I've ever read. Not just the best financial textbook, but the best textbook. I used Van Horne in my MBA program in 1980. Van Horne made the same mistake that most textbook authors make: he assumes that either the student knows too much or that the teacher will clarify the author. Brigham, et. al., assumes that the student knows very little, which is always the safest assumption. In my opinion, it is impossible for an author to tell too much about a topic or to

overexplain a topic. This appears to be Brigham's opinion, too. As a result, he has written a text that aids, rather than frustrates, the student in learning. In addition, it is an interestingly written text. I read well over half of the book in the evenings after work, plus Saturday and Sunday, in just one week. All textbook authors should learn from Eugene Brigham how a text book is to be written. Explain, clarify, use examples, and explain again.

Warning: The access code that is included with this text is for "Thomsonone" which is a database of financial information on major businesses. Many courses that require this book also require the "CengageNow" access code for completing graded homework. The cengagenow code is an additional \$140. Make sure your class will not require completing homework within the publishers online environment before buying this book.

I had to purchase this book for my MBA Fin Mgmt I class last semester. I actually purchased it from the bookstore. I didn't have a finance background. I really liked the way the authors made the subject easy to understand and comprehend. It gives you plenty of examples. The answers and calculations are given for the self-test questions. This class was taken all online. When I initially had taken this class on campus, I had to drop it because I wasn't understanding the concepts. After taking an Accounting course, I felt I was better prepared for this course a second time around. This book is written for the novice and advanced student.

I fully understand how very intelligent people who do not have advance financial training would find this book overly complicated. This is not the sort of book you read in bed -- it is a text book. But it is one the most useful on my shelf. I refer to it constantly. I'm a former Goldman Sachs investment banker and current CEO of a technology company with a JD/MBA from NYU. This book was required reading for an advanced corporate finance class I took while in school. It is the best finance book I have ever purchased. This is not a primer. But for those who understand DCF, optimal capital structure, capital leases and working capital management... this is your book.

Don't confuse the TOPIC, which is very difficult for people who are unfamiliar, with the AUTHORS or STYLE. The material can be confusing, but the authors do well with what they have. This book is far more readable than its competitors. Examples are adequate. Exercises cover all of the important issues. The study guide, a separate book, is useful if the material is still confusing. For a technical textbook attempting to reach all audiences from the novice to the Finance professional, this book is

one of the best. It does not focus so heavily on the theory and mathematical derivation as others, and yet explains the necessary background so that the student does not find Finance just a "black box." It does, however, attempt to be all things to all people. I would like to see a "concise" edition which focuses exclusively on about the first 15 or 20 chapters, but that is a problem constant with all.

(Full Disclosure: As an undergrad many moons ago, my well-worn copy of this grad-level book was one of my most important possessions). As a teacher, I've used this book in class for many years in one form or another. It is the latest version of one of the most important books in this field. I consider it to be better than many of the other MBA-level financial management books for one reason or another so I continue to use it. However, I also recommend to my students the Schaums guide for financial management (by Shim and Seigel) so that they can have more problems to practice with in the more detail-oriented chapters. As a professional, you will find that your textbooks are important tools - this is a really good one to keep around long-term.

I had no financial background when I took the course in Finance as a part of my MBA program. This text provides a very good foundation for all beginners. It helps to know some financial accounting concepts like the income statement, balance sheet etc. when you start off with this book. Every chapter has an excel spreadsheet example that is in the accompanying CD ROM. Also, there are computer based exercises that simulate the real-world practices when determining cashflow, doing capital budgeting, financial planning etc. The CD ROM has powerpoint slides that highlight the salient points in each chapter. Our instructor basically used those as a guide to teaching the course. Very good text book, highly recommended.

Excellent Corporate Finance book. To teach finance I can draw a lot of useful material from it. Douglas Gilson - Professor of Simulation Models for Decisions and Strategy.

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