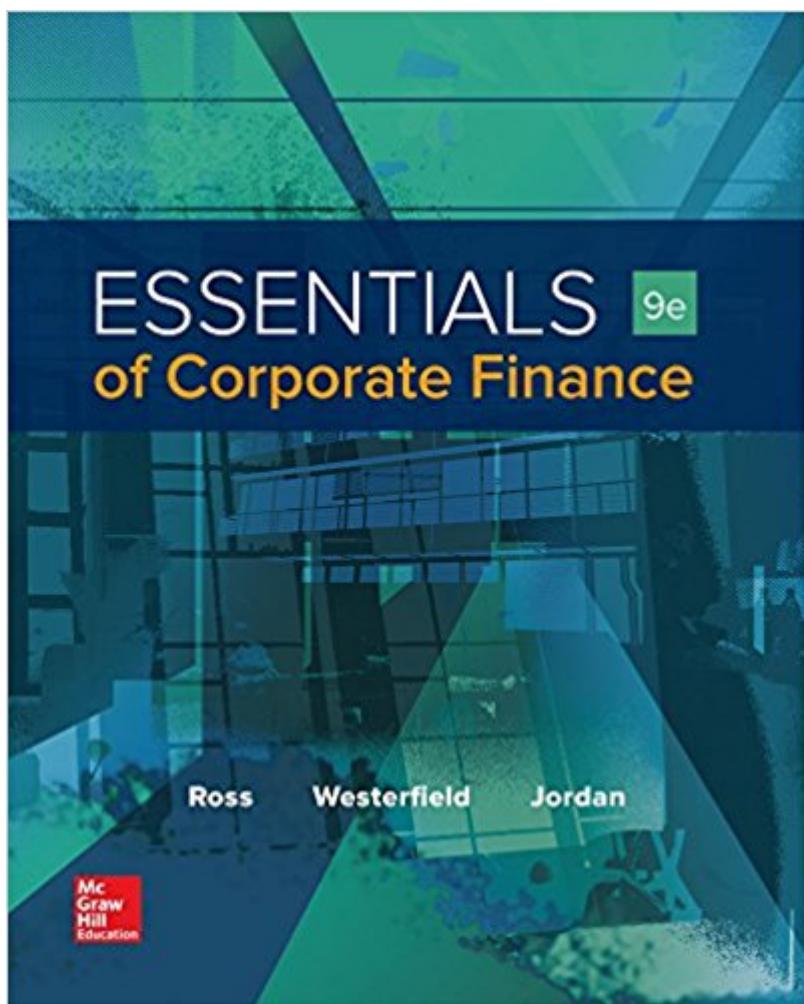


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Essentials Of Corporate Finance (Mcgraw-Hill/Irwin Series In Finance, Insurance, And Real Estate)



Synopsis

Essentials of Corporate Finance by Ross, Westerfield, and Jordan is written to convey the most important concepts and principles of corporate finance at a level that is approachable for a wide audience. The authors retain their modern approach to finance, but have distilled the subject down to the essential topics in 18 chapters. They believe that understanding the *why* is just as important, if not more so, than understanding the *how*, especially in an introductory course.

Book Information

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Customer Reviews

Bradford D. Jordan is Professor of Finance and holder of the Richard W. and Janis H. Furst Endowed Chair in Finance at the University of Kentucky. He has a longstanding interest in both applied and theoretical issues in corporate finance and has extensive experience teaching all levels of corporate finance and financial management policy. Stephen Ross is presently the Franco Modigliani Professor of Finance and Economics at the Sloan School of Management, Massachusetts Institute of Technology. One of the most widely published authors in finance and economics, Professor Ross is recognized for his work in developing the Arbitrage Pricing Theory and his substantial contributions to the discipline through his research in signaling, agency theory, option pricing, and the theory of the term structure of interest rates, among other topics. A past president of the American Finance Association, he currently serves as an associate editor of several academic and practitioner journals. He is a trustee of CalTech, a director of the College

Retirement Equity Fund (CREF), and Freddie Mac. He is also the co-chairman of Roll and Ross Asset Management Corporation. Randolph W. Westerfield is Dean Emeritus of the University of Southern California's Marshall School of Business and is the Charles B. Thornton Professor of Finance. He came to USC from the Wharton School, University of Pennsylvania, where he was the chairman of the finance department and a member of the finance faculty for 20 years.

This book was for my business finance class but it wasn't really required too much. My professor did pick out some problems to practice that were pretty helpful for exams. I'm not a finance major but I did go through the chapters to help study for exams and I ended with an A in the class and having talked to my professor, was good as the average for the class was lower than he wanted. Not that interesting to me but did help me for what I needed for the class when it came to working through the formulas or using the financial calculator.

Used at Western Washington University in 2010. If corporate finance is interesting to you, you will probably like this book. If the words "corporate finance" put you to sleep, you will probably not like this book. I tend toward the sleepy side of that spectrum, so this book was just 'meh' to me - but it did explain the material and help me pass the class, so I can't fault it too much. Like most people, I rely on honest product reviews to make purchase decisions. Because the experience of others has been so helpful to me, I try to provide honest, helpful reviews to assist other shoppers in selecting the right products for them. I hope my review has been helpful to you!

Reader friendly. I love the step -by- step instructions on how to use a financial calculator or Excel sheet to solve the equations.

Great book for any foundational finance class.

Great product.

Awesome

I had to buy this book and use it for Finance class. It was helpful and used real world examples.

I needed this book and I got it.

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