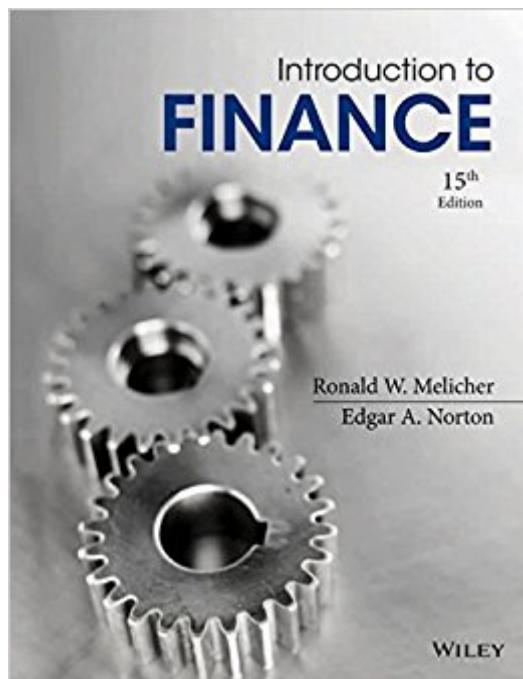


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# Introduction To Finance: Markets, Investments, And Financial Management



## **Synopsis**

Business managers will gain a basic understanding of the complex world of finance with *Introduction to Finance: Markets, Investments, and Financial Management*, 15th Edition. This text presents a balanced survey of the three main areas of finance: institutions and markets, investments, and financial management. The examples have been completely updated throughout to provide the most relevant information. Discussions of small business practice help them gain a better understanding of small business applications. More focus is placed on ethics to reflect the headlines in today's news. Additional end-of-chapter questions and career-profile features also enable business managers to connect the material to the real world.

## **Book Information**

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## **Customer Reviews**

Super solid textbook. Basically taught myself my entire intro to finance class out of this textbook when I had a confusing professor.

The book is very beneficial in studying the basics of finance and includes great examples

I downloaded to my iPad Air Kindle app. I recommend this book for the MBA program it is very detailed with a lot of examples that is extremely helpful. The features for the Kindle app on my iPad Air is extremely helpful with class studies.

Gave very useful examples and the information flowed nicely to build upon core knowledge. The

textbook was very informative and useful.

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Great

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