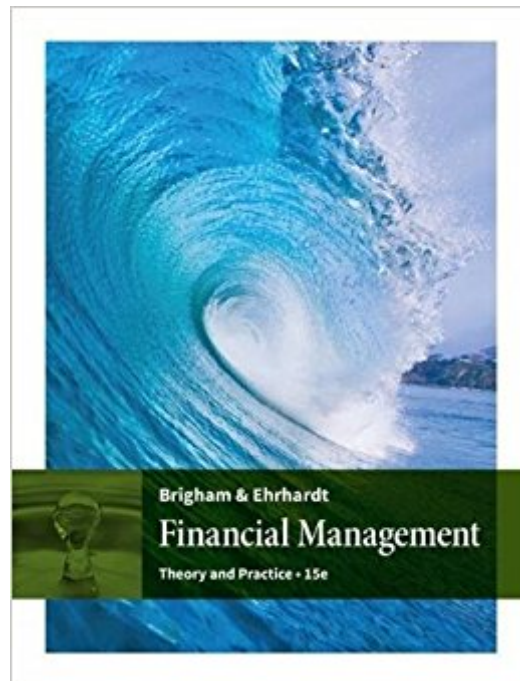




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Financial Management: Theory & Practice



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The only text to strike a balance between solid financial theory and practical applications, Brigham/Ehrhardt's **FINANCIAL MANAGEMENT: THEORY AND PRACTICE**, 15e 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. The 15th edition is also available with learning solutions such as MindTap Finance, Aplia, and CengageNOW to help you to become First in Finance.

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Dr. Eugene F. Brigham is Graduate Research Professor Emeritus at the University of Florida, where he has taught since 1971. Dr. Brigham received his MBA and Ph.D. from the University of California-Berkeley and his undergraduate degree from the University of North Carolina. Prior to joining the University of Florida, Dr. Brigham held teaching positions at the University of Connecticut, the University of Wisconsin and the University of California, Los Angeles. A former president of the Financial Management Association, Dr. Brigham has written many journal articles on the cost of capital, capital structure and other aspects of financial management. He has authored or co-authored 10 textbooks on managerial finance and managerial economics that are used at more than 1,000 universities in the United States and have been translated into 11 languages worldwide. He has testified as an expert witness in numerous electric, gas and telephone rate cases at both federal and state levels. He has served as a consultant to many corporations and government agencies, including the Federal Reserve Board, the Federal Home Loan Bank Board, the U.S. Office of Telecommunications Policy and the RAND Corp. Dr. Brigham continues to teach, consult and complete research in addition to his academic writing. He spends his spare time golfing, enjoying time with his family and dogs and tackling outdoor adventure activities, such as biking

through Alaska. Dr. Michael C. Ehrhardt is a Professor in the Finance Department and is the Paul and Beverly Castagna Professor of Investments. He completed his undergraduate work in Civil Engineering at Swarthmore College. After working several years as an engineer, he earned his M.S. in Operations Research and Ph.D. in Finance from the Georgia Institute of Technology. Dr. Ehrhardt has taught extensively at the undergraduate, masters, and doctoral levels in the areas of investments, corporate finance, and capital markets. He has directed and served on numerous dissertation committees and is a member of the team that developed and delivered the integrative first year of the MBA program. Dr. Ehrhardt teaches in Executive Education Programs and consults in the areas of corporate valuation, value-based compensation plans, financial aspects of supply-chain management, and the cost of capital. He has been awarded the Allen G. Keally Outstanding Teacher Award, the Tennessee Organization of MBA Students Outstanding Faculty member, the College of Business Administration Research & Teaching Award, and the John B. Ross Outstanding Teaching Award in the College of Business. Much of his research focuses on corporate valuation and asset pricing models, including pricing models for interest-rate sensitive instruments. His work has been published in numerous journals, including The Journal of Finance, Journal of Financial and Quantitative Analysis, Financial Management, The Financial Review, The Journal of Financial Research, and The Journal of Banking and Finance. He has also authored or co-authored several books addressing various areas of finance.

Used this book for my final class for my MS in Finance degree. Some knowledge of finance principals would help but I felt it was arranged in a way that suited beginners as well. The book provided good definitions for concepts that addressed the theory of finance but also gave great examples and guidance for practical applications of concepts like Beta calculation. The book also provided just enough information on topics like financial modelling and options valuations to give you a competent foundation but the book intentionally left out more complicated explanations of those topics and suggested the use of other texts if you preferred to get more detail. The free online tools were fairly good as well. They contained supplement texts that are not included in the hardback book and excel sheets for almost every chapter showing how to build some of the models. My only gripe which is my gripe for most text books is perhaps an explanation of how to answer some of the questions at the back of the book instead of just showing the answer. My class did use the Cengage MIndTap which sort helped out in this regard but it wasn't the greatest. If you're like me and like to have different books from your assigned text book just to get another perspective, I highly recommend this book to any beginner or MBA student who just wants a clear, easy to read

reference book. This book will be a part of my financial library.

This purchase was to help me refresh and sharpen my skills from days gone by as I re-enter the job market. I intentionally purchased a USED book knowing a newer edition was available AND another one in the works. I wanted it as a refresher and reference book and a primer IF I opted to take a course at a later date. I hit the jackpot! My book was NEW with 1 year access to THOMSON ONE...Thank you NYC Goodwill. The book itself is very helpful, easy to understand when you have basic financial knowledge and the formulas are do-able without too much additional help. IF you have dedication and regimentation you can do this independently. HOWEVER, I do better when in a classroom when other student's questions and discussion trigger more ideas or ways to internalize the material. The errata sheet information is still only accessible to instructors. Boo, hiss...IF I paid FULL PRICE for this book I'd expect the ERRATA sheets and a gift card to compensate me for my trouble :)

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Very nice book for MBA students. Really helped a lot to pass my exam. However, the publishing company must make this book available on Kindle e-reader website. It forces to download a PC app for kindle. I use chromebook which doesn't have a kindle app.

This book is one of the best financial management books that I have ever read. It is very descriptive, informative and illustrative. I find the transition from one chapter or topic to another very smooth and without vacuum. The self-test problems and solutions are very helpful as well as answers to selected questions. It will serve as a useful reference for the career Finance Manager. I highly recommend the book to students and professionals.

This text is quite dense, but what can you expect from a graduate level finance textbook? My only real issue is that it focuses too much on formulas and not the general concept behind the practice. So, if you can memorize formulas, it's helpful to just get through the class. However, I'm not sure how helpful this will be when you are in a boardroom situation and trying to understand what the numbers actually mean.

I am currently going through this book as part of my MBA curriculum. My MBA program is a top-ranked program rated by BusinessWeek and USNews and my professor is really intelligent and has a lot of experience in the finance industry. While the professor is a great lecturer, this book really nails in the basic concepts and breaks down the complex concepts. It is important to pace yourself in this book i.e. if you nothing about finance, really focus on the first six chapters first and make sure you understand them before moving. Or, if you are a finance expert looking to refresh your memory, skip the first six chapters, and then read the rest in greater detail depending on which topic you are looking to refresh. All in all, not the greatest finance textbook by any means, but it has still served me really well in my class and I will probably keep it for a while to come.

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