



Fundamentals of Corporate Finance

Stephen A. Ross, Bradford D. Jordan, Randolph Westerfield

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The fourth edition of Ross emphasizes an intuitive approach to understanding financial management issues and made concrete by way of illustrative examples and the use of business tools such as spreadsheets and business calculators. In addition, the concept of valuation (Net Present Value) underlies each topic covered in the text, which is unique to Ross. The authors make a point of explaining how particular decisions will have valuation effects as opposed to an approach that emphasizes several governing concepts and their impact on financial management. Finally, the authors bring out the role of the financial manager as decision-maker by making explicit the pragmatic nature of financial analysis.

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