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Ross, Essentials of Corporate Finance 10e focuses on what undergraduate students with widely varying backgrounds and interests need to take away from a core course in business or corporate finance. The goal is to convey the most important concepts and principles at a level that is approachable for the widest possible audience. To achieve this goal, subjects are distilled down to the bare essentials, while retaining a decidedly modern approach to finance. In addition, understanding the "why" is just as important, if not more so, than understanding the "how" - especially in an introductory course. Readability and pedagogy are key throughout Essentials 10e. The text is written in a relaxed, conversational style that invites the students to join in the learning process rather than being a passive information absorber. The new edition downplays purely theoretical issues and minimises the use of extensive and elaborate calculations to illustrate points that are either intuitively obvious or of limited practical use. There are 3 basic themes visible throughout the book: emphasis on intuition/common sense, a unified valuation approach, and a managerial focus.

This is the second Australian and New Zealand edition of ESSENTIALS OF CORPORATE FINANCE (Ross, Westerfield and Jordan, US) adapted by local authors Rowan Trayler (UTS) and Ron Bird (UTS). Trayler and Bird have created a successful and engaging text for students in single semester courses, balancing

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theory with real-world regional stories and examples and concisely covering essential financial principles and concepts. ESSENTIALS OF CORPORATE FINANCE is part of a suite of Ross products and has an emphasis on applications and relevancy to business within a 18 chapter structure. The text aims to make core introductory finance topics accessible and relevant through the use of real-life, regional examples. Perhaps the most exciting development for the new edition is that ESSENTIALS OF CORPORATE FINANCE now comes with Connect Plus. This is a new, unique and powerful tool for lecturers and students which includes an integrated ebook, assignment and quiz builder, pre-built assignments and algorithmic testbank questions.

The sixth edition of Fundamentals of Corporate Finance continues its tradition of excellence ensuring the focus remains on key principles. To accommodate courses which include coverage across a wider range of topics, the authors provide additional chapters about Leasing, Mergers and Acquisitions online. Fundamentals of Corporate Finance strives to present the material in a way that makes it coherent and easy to understand. Finance Prep Courses allow students to view a video to refresh topics, and then answer questions to test their understanding. This product gives lecturers more time in class to cover finance topics, and ensures that students do not get left behind. In addition to providing students with relevant, realistic problem-solving tools, Fundamentals of Corporate Finance has the benefit of the most current and relevant research in finance.

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