



Essentials of Corporate Finance [with Connect Access Code]

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

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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.

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From Reader Review Essentials of Corporate Finance [with Connect Access Code] for online ebook

Bryce says

The formulas were abbreviated, which is fine, assuming they explain what has been abbreviated. Difficult to understand at times.

Jennika says

I only read this for my Managerial Finance class. We will just say that I'm not a fan of finance and happy to be done with the class. :)

Kristy Buzbee says

Mostly pomp and jargon, with little real effort to communicate to someone in need of "essentials."

Ali Tehrani says

Seems to be really a good book with free multimedia learning tools available online!

Kabiru says

i is good

Bernadette says

A decent read. Everything is well explained and the formulas are highlighted in helpful hint boxes.
