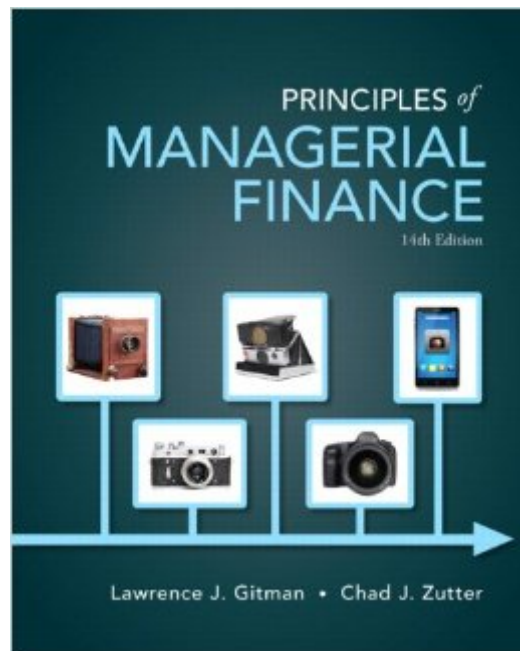


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Principles Of Managerial Finance (14th Edition) (Pearson Series In Finance)



Synopsis

In *Principles of Managerial Finance, Fourteenth Edition*, Gitman and Zutter guide you through the complexities of finance with their proven learning system. Teaching and learning aids are woven into concepts and practice, creating a roadmap to follow through the text. Several features—including *Why This Chapter Matters* and *Personal Finance Examples*—show the value of applying financial principles and techniques to everyday life. MyFinanceLab for *Principles of Managerial Finance, Fourteenth Edition* creates learning experiences that are truly personalized and continuously adaptive. MyFinanceLab reacts to how students are actually performing, offering data-driven guidance that helps them better absorb course material and understand difficult concepts—resulting in better performance in the course. A dynamic set of tools for gauging individual and class progress means educators can spend less time grading and more time teaching. ^Â This program will provide a better teaching and learning experience. Here ^Â™s how:

Improve Results with MyFinanceLab: MyFinanceLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning.

Guide Students with a Proven Learning Goal System: Integrating pedagogy with concepts and practical applications, this system presents the material students need to make effective financial decisions in a competitive business environment.

Provide Real, Hands-on Examples and Connections: Personal finance connections, international considerations, and Excel^Â® spreadsheet practice help students identify and apply concepts in their daily lives. ^Â Note: You are purchasing a standalone product; MyFinanceLab does not come packaged with this content. If you would like to purchase both the physical text and MyFinanceLab search for ISBN-10: 0133740927/ISBN-13: 9780133740929. That package includes ISBN-10: 0133507696/ISBN-13: 9780133507690 and ISBN-10: 0133543757/ISBN-13: 9780133543759. ^Â MyFinanceLab is not a self-paced technology and should only be purchased when required by an instructor.

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Customer Reviews

I found the book to be interesting but some of the material was hard to grasp and unless you have some additional and supplemental material from your instructor this would only make it more difficult to understand. Another problem is the fact that there is no student solutions manual available to purchase with this book and there are only a few answers provided at the end of the book for end of chapter problems. I found the book almost as demanding as a calculus book so a solutions manual would be appropriate. I have a understanding of finance and accounting and yet I found the material somewhat hard to grasp so I can imagine how difficult it would be for a novice. The material needs to be presented in a better fashion and more examples need to be given for different scenarios.

Most courses that use this text will require you to have access to Pearson's "My Finance Lab". To be clear, this text does not include that access. It has to be purchased separately (available here on) for more than the cost of the text. Be sure to place loose leaf text into a large binder before removing plastic wrap!

So I have zero experience in finance whatsoever, my undergrad was in communication. I picked up this book for my MBA class and felt like they did a really good job of explaining the material, even for someone in my situation. The book does a good job of relating real world work situations as well as situations that a person would face in their personal investments and finances. It does offer online tutorials that we didn't use, I would assume that this would also help with understanding the material.

This book "Principles of Managerial Finance" by Lawrence J Gitman is very helpfull for MBA students, graduates, or professional managers. The methods for finance analysis is very clear and straightforward and easy to understand. The sample cases (based on actual cases) help give insights to readers towards how to implement finance theory into real life finance problem solving.

I needed this book for an online class. I'm sure the book could be useful if you are not self taught. I did not learn a thing and the book was pretty much useless to me, i carried the big text book everyday, and read and reread to see if i could understand. No, the context were useless so much information and formulas, that in the end turn out to be or lead to the same answer. They don't simplify for new learners, like myself. Its supposed to be a for of introduction. Well it was not. This is about the product, not the seller.

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Just wrapped up this class. This book is great, I would seriously recommend it for people in general to learn about the basics of finance. The seller of this item was also wonderful. Got the book in 2 days, no wear and tear at all.

Good resource, especially for non-finance students. Principles of Management Finance provided good detail and explanations and met my course needs nicely. The text was used when completing a financial analysis Master's course. I've also kept it as a reference should a need arise.

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