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McGraw-Hill Education, United States, 2011. Loose-leaf. Book Condition: New. 10th. 251 x 201 mm. Language: English . Brand New Book. The best-selling Fundamentals of Corporate Finance (FCF) has three basic themes that are the central focus of the book: 1) An emphasis on intuition the authors separate and explain the principles at work on a common sense, intuitive level before launching into any specifics. 2) A unified valuation approach net present value (NPV) is treated as the basic concept underlying...

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- Authored by Stephen Ross, Randolph Westerfield, Bradford Jordan
- Released at 2011



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## Reviews

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