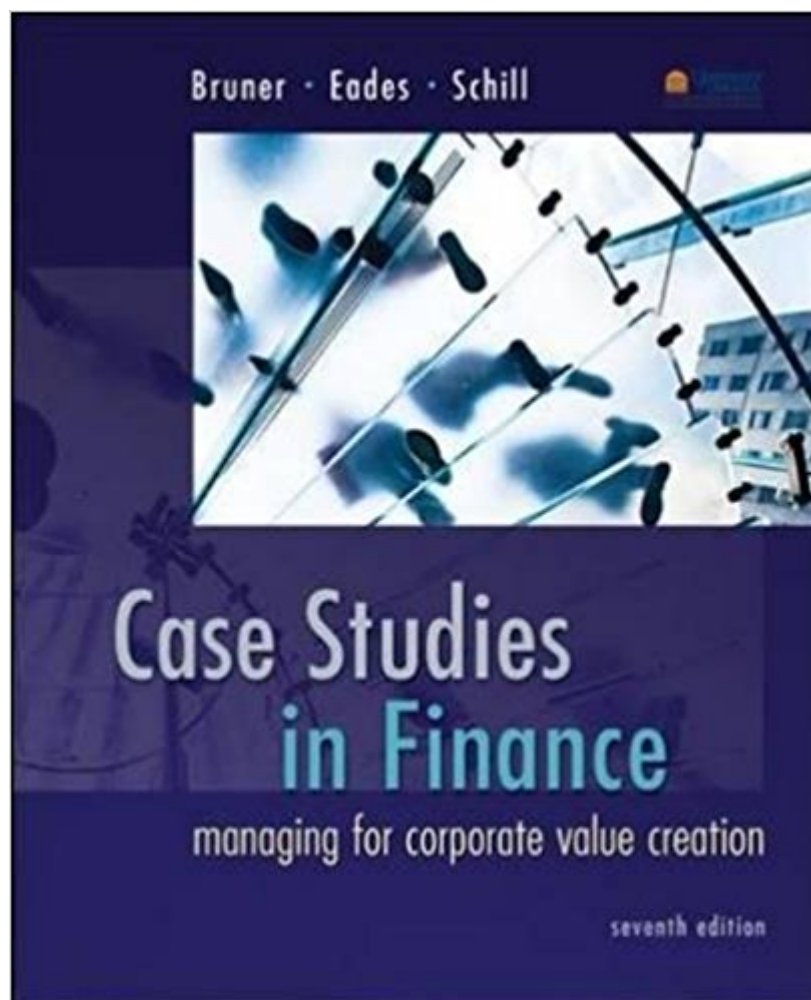




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# Case Studies In Finance: Managing For Corporate Value Creation (McGraw-Hill/Irwin Series In Finance, Insurance And Real Estate)



## Synopsis

Case Studies in Finance links managerial decisions to capital markets and the expectations of investors. At the core of almost all of the cases is a valuation task that requires students to look to financial markets for guidance in resolving the case problem. The focus on value helps managers understand the impact of the firm on the world around it. These cases also invite students to apply modern information technology to the analysis of managerial decisions. The cases may be taught in many different combinations. The eight-part sequence indicated by the table of contents relates to course designs used at the authors' schools. Each part of the casebook suggests a concept module, with a particular orientation.

## Book Information

Series: McGraw-Hill/Irwin Series in Finance, Insurance and Real Estate

Hardcover: 816 pages

Publisher: McGraw-Hill Education; 7 edition (January 18, 2013)

Language: English

ISBN-10: 007786171X

ISBN-13: 978-0077861711

Product Dimensions: 7.5 x 1.4 x 9.1 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 9 customer reviews

Best Sellers Rank: #11,772 in Books (See Top 100 in Books) #41 in [Books > Business & Money > Finance > Corporate Finance](#) #632 in [Books > Textbooks > Business & Finance](#)

## Customer Reviews

Dean of the Darden Graduate School of Business Administration, Distinguished Professor of Business Administration and Charles C. Abbott Professor of Business Administration at the University of Virginia.

Did not mention clearly enough that this is international edition and not supposed to be used in the U.S.

The book was described as good and it is less than fair condition. Binding hardly holding on and there is writing in the book.

It is a good book. Really makes you think.

Used it for my corporate finance class. Short and thought provoking cases. Really opened my mind.

Good condition and super easy.

This was actually an interesting and very easy read. I enjoyed it!

I purchased this book for my marketing class. It was a great book because it used actual company case to illustrate how marketing strategies can impact the financial outcome of a company. I like the introductory summary of the marketing principles following by the cases under different marketing category. Not only it is realistic but also meaningful for the learner.

Very informative book about the cases.

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