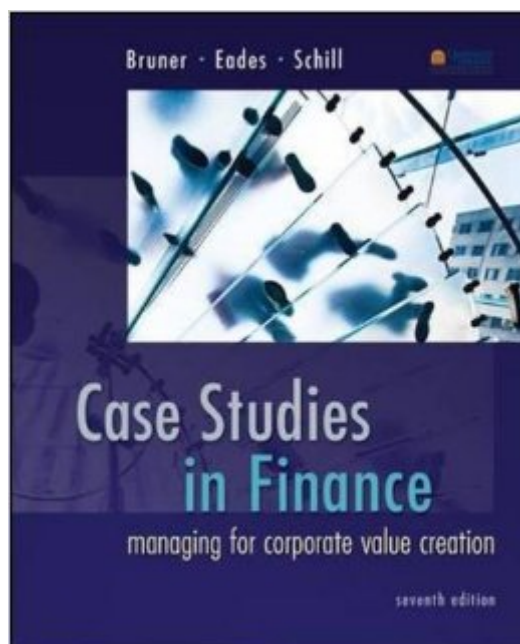


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# Case Studies In Finance: Managing For Corporate Value Creation (McGraw-Hill/Irwin Series In Finance, Insurance And Real Estate (Hardcover))



## 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)

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 9.2 inches

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

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (5 customer reviews)

Best Sellers Rank: #91,018 in Books (See Top 100 in Books) #149 in [Books > Business & Money > Finance > Corporate Finance](#) #2037 in [Books > Textbooks > Business & Finance](#) #25286 in [Books > Reference](#)

## Customer Reviews

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.

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

It is a good book. Really makes you think.

Very informative book about the cases.

Fast and accurate

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