## Librería

## Bonilla y Asociados

desde 1950





Título:

Autor: Precio: \$766.00

Editorial: Año: 2014

Tema: Edición: 1<sup>a</sup>

Sinopsis ISBN: 9781259011832

A new beginning for Corporate Finance in Asia. The Asia Global Edition of this book now comes with Asian examples and cases. While preserving much of the pedagogical content, the text has been revised to include material on Asian markets. This new book reassures the reader that the principles of corporate finance are as applicable in Asia as in the developed capital markets of the U.S. and Europe. The performance of a company depends critically on how its financial resources are deployed. This, in turn, depends on a good understanding of the tradeoff between risk and return, how value is derived, and the interaction of the firm with the market. This book presents a core set of principles and concepts that shows the financial manager how to make the sound financial decisions required. The Asia Global Edition has been adapted to include relevant content from Asia and other parts of the world

Teléfonos: 55 44 73 40 y 55 44 72 91