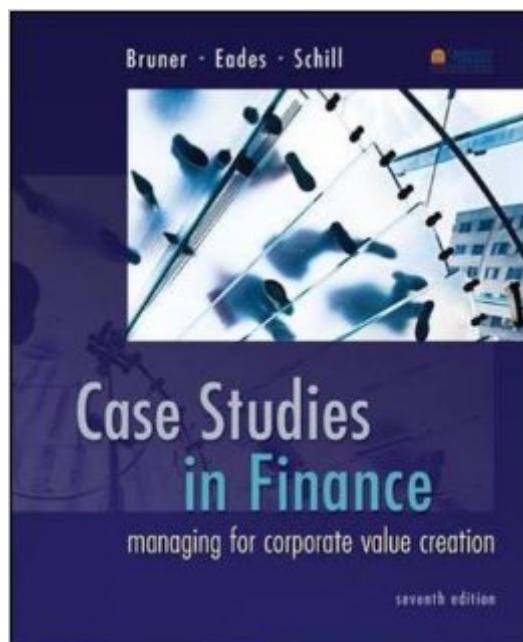


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# Case Studies In Finance: Managing For Corporate Value Creation (McGraw-Hill/Irwin Series In Finance, Insurance And Real Estate (Hardcover))



## **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**

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## **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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