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Nota di contenuto	Cover -- Contents -- Preface -- Acknowledgements -- How to use this book -- Guided tour of the book -- 1 THE WORLD OF FINANCIAL MANAGEMENT -- INTRODUCTION -- Learning outcomes -- THE FINANCE FUNCTION -- STRUCTURE OF THE BOOK -- MODERN FINANCIAL MANAGEMENT -- WHY DO BUSINESSES EXIST? -- BALANCING RISK AND RETURN -- BEHAVING ETHICALLY -- PROTECTING SHAREHOLDERS' INTERESTS -- SHAREHOLDER INVOLVEMENT -- SUMMARY -- KEY TERMS -- REFERENCES -- FURTHER READING -- REVIEW QUESTIONS -- 2 FINANCIAL PLANNING -- INTRODUCTION -- Learning outcomes -- PLANNING FOR THE FUTURE -- THE ROLE OF PROJECTED FINANCIAL STATEMENTS -- PREPARING PROJECTED FINANCIAL STATEMENTS -- PREPARING THE PROJECTED STATEMENTS: A WORKED EXAMPLE -- PROJECTED CASH FLOW STATEMENT -- PROJECTED INCOME STATEMENT -- PROJECTED STATEMENT OF FINANCIAL POSITION (BALANCE SHEET) -- PROJECTED FINANCIAL STATEMENTS AND DECISION MAKING -- PER-CENT-OF-SALES METHOD -- LONG-TERM CASH FLOW PROJECTIONS -- TAKING ACCOUNT OF RISK -- SUMMARY -- KEY TERMS -- FURTHER READING -- REVIEW QUESTIONS -- EXERCISES -- 3 ANALYSING AND INTERPRETING FINANCIAL STATEMENTS -- INTRODUCTION -- Learning outcomes -- FINANCIAL RATIOS -- FINANCIAL RATIO CLASSIFICATIONS -- THE NEED FOR COMPARISON -- CALCULATING THE RATIOS -- A

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Sommario/riassunto

Adopting an innovative, open-learning approach to introduce the main principles of financial management in an accessible, non-technical way, this fully updated seventh edition provides a unique focus on the practical application of financial management and its role in decision making.

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