



Financial Management: Principles and Applications plus Pearson MyLab Finance with Pearson eText, Global Edition (Mixed media product)

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Pearson Education Limited, United Kingdom, 2017. Mixed media product. Condition: New. 13th edition. Language: N/A. Brand New Book. For undergraduate courses in corporate finance and financial management. Develop and begin to apply financial principles. Students often struggle to see how financial concepts relate to their personal lives and prospective careers. Financial Management: Principles and Applications gives students a big picture perspective of finance and how it is important in their personal and professional lives. Utilizing five key principles, the 13th Edition provides an approachable introduction to financial decision-making, weaving in real world issues to demonstrate the practical applications of critical financial concepts. This package includes MyLab™ Finance, an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.



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