



Financial Management: Principles and Applications

Sheridan Titman / John D. Martin / Arthu

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For the introductory finance course-undergraduate corporate finance or financial management-required at all undergraduate business schools. Get the picture and develop a fundamental understanding of finance. Students often miss the big picture, viewing finance as a set of unrelated topics, tools, and techniques. In order to help students see the big picture, this text provides an introduction to financial decision-making that links the concepts to four key principles of finance. Sheridan Titman joins Arthur J. Keown and John D. Martin as a new co-author in the eleventh edition. Together, this author team has incorporated significant revisions that weave currency, relevance, and real-world issues into the pages of this well-know finance text. MyFinanceLab New Design is now available for this title! MyFinanceLab New Design offers: *One Place for All of Your Courses. Improved registration experience and a single point of access for instructors and students who are teaching and learning multiple MyLab/Mastering courses. *A Simplified User Interface. The new user interface offers quick and easy access to Assignments, Study Plan, eText & Results, as well as additional option for course customization. *New Communication Tools. The following new communication tools can be used to foster collaboration, class participation, and group work. *Email: Instructors can send emails to their entire class, to individual students or to instructors who has access to their course. *Discussion Board: The discussion board provides students with a space to respond and react to the discussions you create. These posts can also be separated out into specific topics where students can share their opinions/answers and respond to their fellow classmates' posts. *Chat/ ClassLive: ClassLive is an interactive chat tool that allows instructors and students to communicate in real time. ClassLive can be used with a group of students or one-on-one to share images or PowerPoint presentations, draw or write objects on a whiteboard, or send and received graphed or plotted equations. ClassLive also has additional classroom management tools, including polling and hand-raising.*Enhanced eText. Available within the online course materials and offline via an iPad app, the enhanced eText allows instructors and students to highlight, bookmark, take notes, and share with one another.Follow the following link for a digital demo of the eleventh edition!<http://www.pearsonhighered.com/titmandemo/>

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