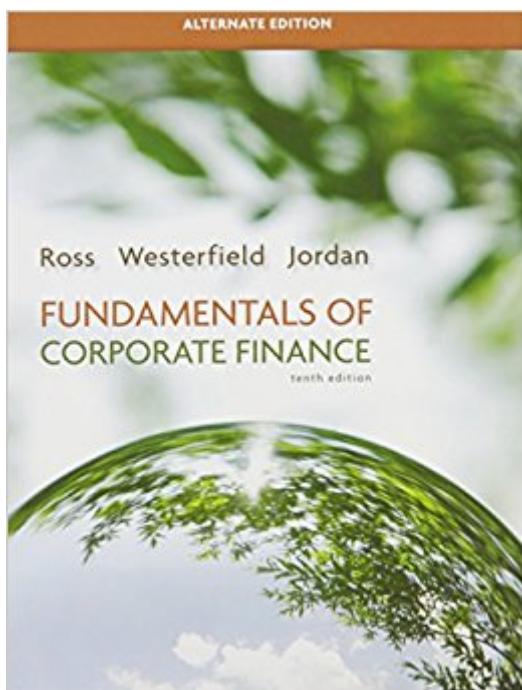


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# **Fundamentals Of Corporate Finance Alternate Edition (The Mcgraw-Hill/Irwin Series In Finance, Insurance, And Real Estate)**



## **Synopsis**

The best-selling Fundamentals of Corporate Finance (FCF) has three basic themes that are the central focus of the book: 1) An emphasis on intuition—*the authors separate and explain the principles at work on a common sense, intuitive level before launching into any specifics.* 2) A unified valuation approach—*net present value (NPV) is treated as the basic concept underlying corporate finance.* 3) A managerial focus—*the authors emphasize the role of the financial manager as decision maker, and they stress the need for managerial input and judgment.* The Tenth Edition continues the tradition of excellence that has earned Fundamentals of Corporate Finance its status as market leader. Every chapter has been updated to provide the most current examples that reflect corporate finance in today's world. The supplements package has been updated and improved, and with the enhanced Connect Finance and Excel Master, student and instructor support has never been stronger. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

## **Book Information**

Series: The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate

Hardcover: 992 pages

Publisher: McGraw-Hill Education; 10th edition (January 18, 2012)

Language: English

ISBN-10: 0077479459

ISBN-13: 978-0077479459

Product Dimensions: 7.9 x 1.5 x 10.6 inches

Shipping Weight: 4.4 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 216 customer reviews

Best Sellers Rank: #36,421 in Books (See Top 100 in Books) #91 in Books > Textbooks > Business & Finance > Finance #98 in Books > Business & Money > Finance > Corporate Finance #474 in Books > Textbooks > Business & Finance > Economics

## **Customer Reviews**

Bradford D. Jordan is Professor of Finance and holder of the Richard W. and Janis H. Furst Endowed Chair in Finance at the University of Kentucky. He has a longstanding interest in both applied and theoretical issues in corporate finance and has extensive experience teaching all levels of corporate finance and financial management policy. Randolph W. Westerfield is Dean

Emeritus of the University of Southern California's Marshall School of Business and is the Charles B. Thornton Professor of Finance. He came to USC from the Wharton School, University of Pennsylvania, where he was the chairman of the finance department and a member of the finance faculty for 20 years. Stephen Ross is presently the Franco Modigliani Professor of Finance and Economics at the Sloan School of Management, Massachusetts Institute of Technology. One of the most widely published authors in finance and economics, Professor Ross is recognized for his work in developing the Arbitrage Pricing Theory and his substantial contributions to the discipline through his research in signaling, agency theory, option pricing, and the theory of the term structure of interest rates, among other topics. A past president of the American Finance Association, he currently serves as an associate editor of several academic and practitioner journals. A He is a trustee of CalTech, a director of the College Retirement Equity Fund (CREF), and Freddie Mac. A He is also the co-chairman of Roll and Ross Asset Management Corporation.

Not my kinda textbook. In talking to my instructor, it seems that this book is the gold standard for intro finance texts, and if that's the case, it's too bad. I didn't feel I learned much from it. Almost zero worked problems within the chapters, yet they toss you into the deep end at the end of the chapter with the problem sets. Personally, I learn a lot by studying and working through examples and seeing worked-problem solutions. They provide some example problems here and there but they're usually on the order of "you should check our answers for practice." Well, what if your answers are wrong?! I should add, the supplemental materials of the text are not very helpful (powerpoint slides/lecture outlines.) Just read the text, work whatever assigned problems your instructor gives you, and hope for the best on the tests. Thankfully our professor just gave multiple choice open-book tests so everyone got an A or B on every test. It is a pretty basic text. The authors explain things ok usually, but their writing style is borderline archaic and they often take the long route in explaining important concepts. Their discussion of bond pricing and TVM (time value of money) needs improvement. So does their discussion of present value of dividends, in which they take a very loopy numerical approach that is far too hard to understand - I got most of the test questions wrong on this topic. They also refer to Sarbanes-Oxley as "Sarbox" - nobody else calls it anything except SOX. I took Intermediate Accounting before I took Finance, and we used the Kieso, et al. textbook, which was pretty darned difficult but better than this text as far as explanations of TVM and other topics. I am alarmed to see that a new copy of this book sold for over \$200. It has over 20 chapters but they are all short and the information within this book is definitely not worth such a high price tag. Actually, I rented this book for the course because the cost was far more than I was willing to pay.

If I could give no stars, I would and so would almost everyone else in the class, including the teacher. This book is so difficult to read and understand. I am 4 weeks into the class and haven't read one page because it is all a jumble. I have only done 1 home lesson because the questions are so confusing. The teacher told me to try the home lessons and pass them in even if they are wrong. I thought this was going to be my easy class. Nope!! Can't wait to send this book back!!

The one star is for the rental experience. The book was to be delivered Tuesday 1/7 ( Prime) but it didn't come. Gave it a few more days because the website reflected that the book had been shipped so I thought there was just a delay. When it hadn't shown by Friday 1/10, I went into the UPS website and saw that while a label had been printed with that tracking #, the package never entered the UPS system for shipment. When I was finally able to get in touch with someone at , I was advised that the only thing that could be done was the rental fee be refunded and for me to "try" and rent the item again. When I asked why couldn't it just be re-shipped (or shipped since it apparently hadn't been) I was advised that couldn't be done with rental orders. I wasn't surprised today when I tried placing another rental order and found the item was no longer available, which was probably the case all along, only failed to tell me that and allowed me to believe a book was in route to me when it wasn't. The customer service rep knew this also, that's where the "try" to rent it again remark came from. With class starting Monday I have no choice now but to purchase the book from the school at whatever astronomical price they charge. Had provided good (any) customer service from the beginning, I would have rented the book from another site for about the same fee charged-which I will most likely do from now on. Surprisingly terrible customer service from .\*\*\*\*\*Update- 1/17/14\*\*\*\*\*I was contacted by customer service and told the book was still available to rent. Since class was starting a few days later, advised me to request overnight delivery and they would pay the additional cost. I clicked on the link supplied in their email and sure enough, the book was available. I did as instructed and received the book in time for the start of class. So far the book has been easy to follow, though it's still in the semester. I changed my rating to five stars because stepped up to the plate and handled this situation satisfactorily.

I've used this textbook twice so far, once as an undergraduate and now as a graduate student. The major problem I have with this text is the way the authors go about explaining how to solve financial problems by example. For example, in each chapter they may solve a specific type of problem one way but give you 7+ total possible ways of solving it. When it comes to the chapter review problems,

forget it. Applying what examples they give you in each chapter is almost impossible because they want you to use the other 7 ways that they didn't explain in the chapter to solve each problem. A solutions manual is almost imperative in using this textbook efficiently. Subscribe to Chegg or ask your professor to give out the solutions. This is the only way to learn. Would not recommend this book for any finance class. There are much better ones out there.

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