



Introduction to Finance: Markets, Investments, and Financial Management

Ronald W. Melicher, Edgar A. Norton

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Business managers will gain a basic understanding of the complex world of finance with this engaging book. It presents a balanced survey of the three main areas of finance: institutions and markets, investments, and financial management. The examples have been completely updated throughout to provide the most relevant information. Discussions of small business practice help them gain a better understanding of small business applications. More focus is placed on ethics to reflect the headlines in today's news. Additional end-of-chapter questions and career-profile features also enable business managers to connect the material to the real world.

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