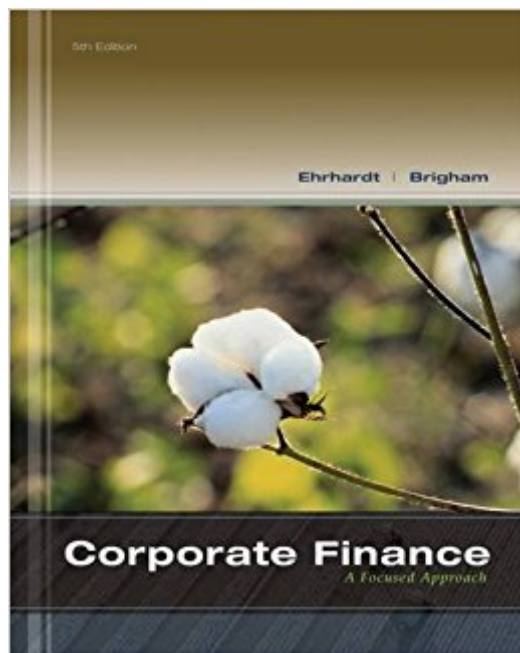


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Corporate Finance: A Focused Approach (with Thomson ONE - Business School Edition 6-Month Printed Access Card) (Finance Titles In The Brigham Family)



Synopsis

Focus on the financial concepts, skills, and technological applications that are most critical for MBA students in today's workplace with Ehrhardt/Brigham's **CORPORATE FINANCE: A FOCUSED APPROACH 5E**. The text provides an in-depth treatment of essential corporate finance topics within a streamlined presentation that can be completed in a single semester. With its relevant and engaging presentation and numerous examples, students will learn the latest financial developments as they also learn how to maximize a firm's value in today's changing business world. Students will master the many features and functions of spreadsheets with chapter Excel Tool Kits, Build a Model problems, and Mini Cases that encourage "what-if" analysis on a real-time basis. Students will also gain hands-on experience using Thomson ONE Business School Edition, which gives students access to the same Thomson Reuters Financial database that business professionals use every day. As part of its comprehensive product package, Ehrhardt/Brigham's **CORPORATE FINANCE: A FOCUSED APPROACH 5E** includes CengageNOW and the best-selling Aplia[®] Finance as optional learning solutions that complement the book's focused presentation of corporate finance fundamentals, support course needs and outcomes, and help students become "First in Finance".

Book Information

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Customer Reviews

Although this is an excellent book, if you are a Mac user you CANNOT use the code for Thomson One if you do not have Internet Explorer. In their infinite wisdom they DO NOT support ANY other

browser than IE 5.2 or higher. Now as a current Mac user this is a problem, you can't install IE 5.2 on a non-PowerPC based Mac (all current Mac's are Intel based) and so far none of the IE extensions for Firefox or Chrome work to emulate IE for Thomson ONE to work. So currently that portion of the book is useless.

While the textbook itself is a perfectly fine academic resource and reads easily, my complaint is 100% with as a vendor. The text was sold to me "New". However, the complimentary access codes for Thompson Business One--which should have been free and clear--had apparently all ready been entered by someone else. If you are planning on purchasing business course textbooks--and are dependent on textbook extras such as this one--my recommendation is to purchase them directly from the publisher so that you do not get screwed.

This book has great information on finance and has a wonderful supplemental website with lots of downloadable files to aid in understanding the topics covered in the book. The book is clearly written and a great introductory book for finance in general. Coming from an engineering background, I found it a well written book which eases you into the jargon of finance. However, it has segments scattered throughout the book (some small, some large) which try to tie the financial concepts in the book with the financial crisis in the housing market. It's an interesting idea, but leaves the reader with the impression that it was the result of greedy bankers and lazy borrowers and applauds the government intervention; it completely ignores the facts of how the government caused the crisis to begin with. Just ignore those parts of the book and you'll be fine :)

I wanted to purchase the bundled book with Aplia. Despite what the description says, this book comes with a subscription to Thompson One, and no Aplia, which has to be separately purchased for \$140.

The product was advertised to have the access code in it. However, the access code was already used! I am now forced to pay \$75 for the access code. I wish you would not have the Access Code included in your title if it was already used!!!! The book is in good shape though.

Bought this for a class, and it was in good condition. It worked for the class I was in.

this book is a great deal and helped me to understand the concepts in finance and their application

in the business world. Thanks to this book, I was able to hit an "A" grade.

I have been using this book for about a month for a masters finance class. I find it hard to follow and find myself you-tubing topics to help me understand.

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