



## Foundations of Finance

*Arthur J. Keown , John H. Martin , J. William Petty II*

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**KEY BENEFIT:** Keown allows readers to see the big picture by letting them understand the logic that drives finance rather than memorizing formulas. Very user friendly, the basic pedagogical approach to the presentation of new tools and techniques is “say it” then “illustrate it with an example” and reinforce with lots of “real world examples”. As well as including strong international coverage some key topics are: Financial Markets and Interest Rates; Understanding Financial Statements and Cash Flows; Time Value of Money; Risk and Return; Bond and Stock Valuation; Capital-Budgeting Techniques and Practice; Cash Flows and Other Topics in Capital Budgeting; and Current Asset Management. For an enduring understanding of the basic tools and fundamental principles upon which finance is based.

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### **Alma Petterson says**

I finished it and I am almost done with this class one more week.

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### **Jess says**

This book is ridiculous on not being able to see the end of chapter review solutions. After also paying for an account on myfinancelab I was still unable to view the solutions. I then had to ask my instructor which took till the next day. Paying for both a text book and an online account should provide more benefits like the solutions at the end of every chapter review.

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### **Irzam Hardiansyah says**

As always... this is one of the book I translated. Packed with nice info 'bout finance, securities, and the likes, though.

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### **Donna says**

Fun class!

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