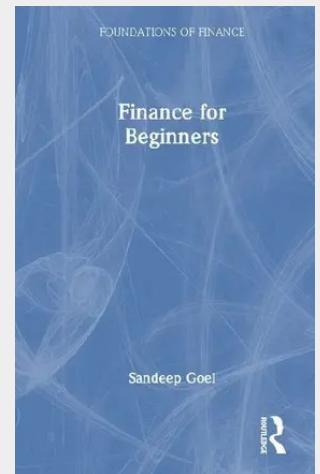


Finance for Beginners

This book takes readers through the world of finance from a lay-person's perspective. It presents, clarifies and illustrates the fundamental concepts of financial proficiency to all who don't have prior knowledge or expertise in financial matters. The author further outlines the financial operations of business firms and individuals in a clear and accessible manner. The book: - Discusses the fundamentals of finance and accounting - Provides an understanding of financial statements for managerial decision-making - Includes financial analysis for resource allocation and shareholders' wealth maximisation - Discusses management of finances and investments in day-to-day lives Presenting current global trends and real-world cases in finance and richly illustrated with tables and figures, this volume will be indispensable for individuals, business managers and management students pursuing courses related to financial accounting. It will also be an important resource for executive and management development programmes (EDPs and MDPs) as well as professionals interested in a short refresher course on finance.



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*vorbestellbar, Erscheinungstermin ca.
Februar 2026*

Artikelnummer: 9781041212232

Medium: Buch

ISBN: 978-1-041-21223-2

Verlag: Taylor & Francis Ltd

Erscheinungstermin: 24.02.2026

Sprache(n): Englisch

Auflage: 1. Auflage 2026

Serie: Foundations of Finance

Produktform: Gebunden

Gewicht: 430 g

Seiten: 146

Format (B x H): 129 x 198 mm

