

Essentials of Corporate Finance 2e

Ross | Traylor | Bird | Westerfield | Jordan

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Subject Area: Introduction to Finance/Finance for Non-Finance Majors

This is the second Australian and New Zealand edition of *Essentials of Corporate Finance*, (Ross, Westerfield and Jordan, US) adapted by local authors Rowan Traylor (UTS) and Ron Bird (UTS). Traylor and Bird have created a successful and engaging text for students in single semester courses, balancing theory with real-world regional stories and examples and concisely covering essential financial principles and concepts.

Essentials is part of a suite of Ross products and has an emphasis on applications and relevancy to business within a 18 chapter structure.

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- Core introductory finance topics in a concise 18 chapter structure.
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Tao Wei



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