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Gestion financière de l'entreprise

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Maxi Fiches De Gestion Financieregrave De Lentreprise Eacuteconomie Gestion:

Gestion financière de l'entreprise Dov Ogien, 2008 Cet ouvrage présente les thèmes essentiels de la gestion financière de l'entreprise sous forme de fiches de 4 pages synthétiques claires et structurées. Chaque fiche peut être étudiée séparément. Chaque thème est introduit par un mini encadré point clé et clôturé par une courte application dont le corrigé est fourni en fin d'ouvrage. Ce Maxi Fiches constitue un outil indispensable pour acquérir les notions de base de la gestion financière. Maxi fiches de gestion Andrew Gillespie, 2009 Apprendre autrement Ce guide offre une vision globale des principaux thèmes de la gestion d'entreprise. En 78 fiches synthétiques il aborde les différentes fonctions de l'entreprise : marketing, finance, gestion des ressources humaines, production, management, communication, l'environnement extérieur de l'entreprise, marché, politique législative, économie, responsabilité sociale. Sa présentation sous forme de blocs de texte et d'images, tableaux schémas facilite l'apprentissage et la mémorisation visuelle des fondamentaux de la gestion d'entreprise. **Maxi fiches - Gestion financière de l'entreprise - 5e éd.** Dov Ogien, 2023-06-07 Cet ouvrage présente les 32 thèmes essentiels de la gestion financière de l'entreprise sous forme de fiches synthétiques claires et structurées qui peuvent être étudiées séparément. La fin de chaque fiche une application corrigée permet de tester les acquis. L'ouvrage aborde la gestion financière dans une optique dynamique. Deux grands axes sont ainsi développés : l'analyse financière pour apprécier les performances passées de l'entreprise, bilan, compte de résultat, SIG, tableau de financement, la stratégie financière pour élaborer une gestion prospective, plan de financement, BFR, critères de choix d'investissement. Cette 5e édition mise à jour constitue un outil indispensable pour retenir l'essentiel et réussir ses examens. **La gestion financière de l'entreprise**, 1971 Gestion financière de l'entreprise et analyse économique des projets industriels Virgil DUMBRAVA, 2000 La Gestion financière de l'entreprise P. Conso, 1973 *La gestion financière de l'entreprise* Max Gerster, 1971 *La Gestion financière de l'entreprise*, 1981 **Gestion financière de l'entreprise** Jacky Mailler, 1992 La gestion financière de l'entreprise Elie Cohen, 1973 **La gestion financière de l'entreprise: Les techniques et l'analyse financière** Pierre Conso, 1985 *Gestion financière de l'entreprise* Pierre Conso, Farouk Hémici, 2005 La gestion financière a toujours occupé une place privilégiée dans la conduite de l'entreprise car elle concerne la politique générale de la firme, sa croissance, son autonomie. L'originalité de cet ouvrage réside dans le fait qu'il situe la vie financière des entreprises dans un environnement complexe et turbulent concurrentiel et conflictuel, la fois économique et social. Ainsi l'étude de la fonction d'entreprise précède et clare l'analyse des mécanismes financiers et le fonctionnement des marchés financiers, la fois grand classique et ouvrage d'actualité. La 11e édition de Gestion financière de l'entreprise intègre la nouvelle organisation du système bancaire et boursier français et européen. Elle est également enrichie de cas corrigés. Cet ouvrage fondamental traite des principaux aspects et outils de la finance d'entreprise, du diagnostic, la stratégie financière en faisant référence à la théorie des marchés financiers et la gestion des organisations. Il offre ainsi les éléments d'arbitrage entre l'intérêt social et la maximisation de la richesse des actionnaires. **La Gestion**

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