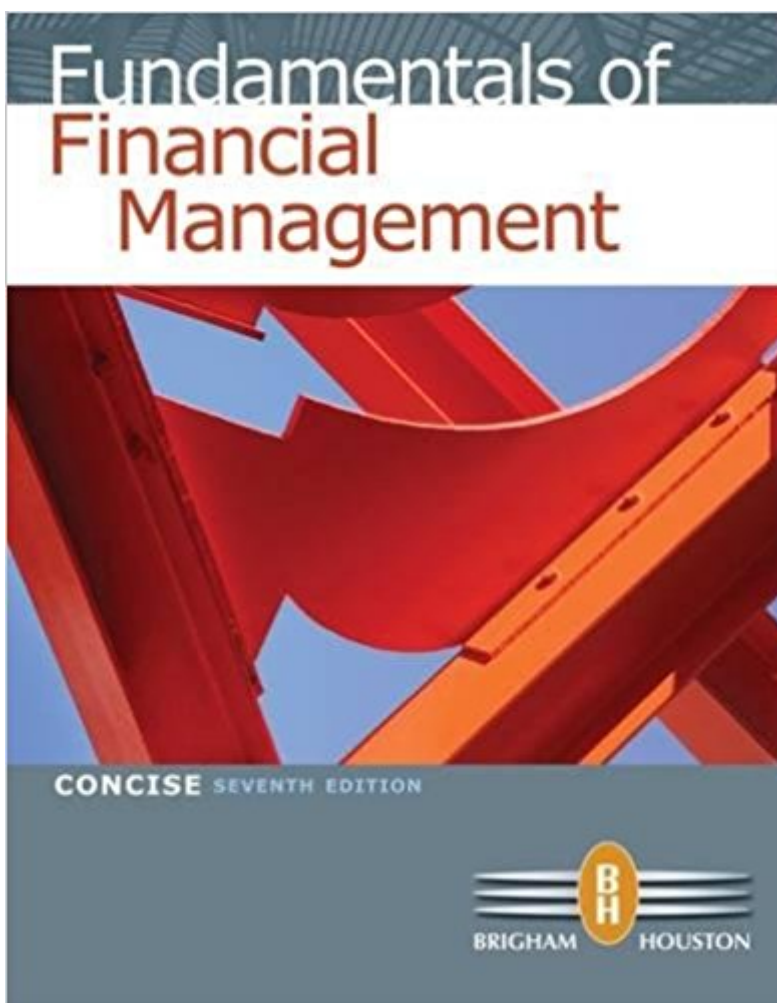


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# Fundamentals Of Financial Management, Concise 7th Edition



## Synopsis

Gain a focused understanding of today's corporate finance and financial management with the market-leading approach in Brigham and Houston's Fundamentals of Financial Management (Concise Seventh Edition). This book's unique balance of clear concepts, contemporary theory, and practical applications helps readers better understand the concepts and reasons behind corporate budgeting, financing, and working capital decision making. Numerous practical examples, proven end-of-chapter applications, and Integrated Cases demonstrate theory in action, while Excel Spreadsheet Models help readers master this software tool. It's a book designed to put each reader first in finance today.

**About This Edition** Students will gain a focused understanding of today's corporate finance and financial management with the latest concise approach from the market-leading author team that has set the standard for quality, reliability, accuracy, and innovation. Brigham and Houston's new Fundamentals of Financial Management (Concise Seventh Edition) provides a unique balance of clear concepts, contemporary theory, and practical applications with early coverage of Time Value of Money (TVM) and an emphasis on the concept of valuation throughout. This edition's emphasis on the basics helps students understand the concepts and reasons behind corporate budgeting, financing, and working capital decision making. Numerous practical examples, proven end-of-chapter applications, and Integrated Cases demonstrate theory in action, while Excel® Spreadsheet Models help students master this important finance tool. A comprehensive support package--prepared by the text authors--connects closely with the book to reduce preparation time and reinforce students' understanding. Educators can engage students with Thomson ONE - Business School Edition, the same financial online database professionals use every day; today's leading online homework solution, Aplia® for Finance; or CengageNOW course management system. Trust the strengths and support found in Fundamentals of Financial Management (Concise Seventh Edition) to put educators and students first in finance today.

**New Features** Current, relevant coverage The Seventh Edition has been updated to include discussions of several major events such as the BP oil spill, the European debt crisis, and the ongoing weakness in the economy and financial markets. New: sets of "Quick Questions" Located in key chapters, the authors placed these questions in set-aside boxes within the text. After posing the question, the exercise walks students through the process of finding its solution. The authors designed these questions to parallel the activity in a classroom setting, in which students go through an example to make concepts more concrete. Expanded real-world examples To help students bridge the gap between concept and application, the authors have included more real-life examples throughout the text, including a broader discussion of the role of hedge funds and private equity of

major firms, a detailed breakdown of the cash conversion cycle components for several leading companies, and an extensive updating of corporate bond ratings, yields, and dividend payouts for a broad range of companies. More emphasis on and clarity of key topics The authors have clarified their discussion of free cash flow (Chapter 3) and better demonstrated its effects on the value of commons (Chapter 9) and the value of corporate projects (Chapters 11 and 12). They also reorganized some of the spreadsheet examples so that these have a more consistent presentation throughout the text. Updated Excel® models In a continuing effort to help students know and use Excel® to problem-solve, the authors have updated the spreadsheet models that parallel the discussion of each topic and have also incorporated new in-text graphics to quickly show students how many of the problems can be solved using Excel®. New: Web appendices added Two new Web Appendices on "Common Sized Balance Sheets" and "Duration" have been added that are an ideal option for instructors with advanced students. Additional Features Author-written supplement support provides consistency throughout the comprehensive package. Throughout all of this edition's supplements, you find the same level of accuracy and precision crafting that has made this text a leader. Prepared by the text authors to ensure consistency, this seamless, integrated package includes a comprehensive Instructor's Manual, Student Study Guide and sizeable Test Bank, as well as numerous digital resources. A unique balance of theory and practice keeps today's students engaged and focused. A hallmark strength of this leading finance text is that this edition clearly introduces important financial theories using a practically focused presentation. Students immediately see the impact and importance of financial theories and trends at work through proven learning features, a variety of today's most recent real financial and business world examples, practical problem sets, and integrated mini-cases. The professional power of Thomson ONE - Business School Edition (BSE) lets students work with actual professional financial tools. The Thomson ONE-BSE online database, available with this edition, puts students in the role of an actual business professional, letting them complete basic financial research and analysis using the same tool that professional brokers and analysts use every day to access leading financial data sources. Students use Thomson ONE-BSE to complete special end-of-chapter problems in the text. Integrated spreadsheet models help students refine financial problem-solving techniques. More than just Excel® templates, these integrated Spreadsheet Models, accompanying all but the first chapter, guide students in developing effective techniques for financial problem solving. Spreadsheet Models serve as useful tutorials that demonstrate how to maximize Excel® as a powerful finance tool. The enhanced Test Bank provides algorithmic problems for your flexibility. Revised by the authors for this edition, the proven, comprehensive Test Bank offers hundreds of

class-tested questions and problems in printed or electronic form. Focused Self-Test Problems ensure student understanding throughout each chapter. Strategically placed Self-Test Problems for students appear immediately after each major section of the chapter and enable students to test their comprehension before moving ahead, instead of waiting until the conclusion of the chapter. See this title's supplement: Study Guide for "Fundamentals of Financial Management" (Concise Seventh Edition)

## Book Information

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Dr. Eugene F. Brigham is Graduate Research Professor Emeritus at the University of Florida, where he has taught since 1971. Dr. Brigham received his M.B.A. and Ph.D. from the University of California-Berkeley and his undergraduate degree from the University of North Carolina. Prior to joining the University of Florida, Dr. Brigham held teaching positions at the University of Connecticut, the University of Wisconsin, and the University of California-Los Angeles. Dr. Brigham has served as president of the Financial Management Association and has written many journal articles on the cost of capital, capital structure, and other aspects of financial management. He has authored or co-authored ten textbooks on managerial finance and managerial economics that are used at more than 1,000 universities in the United States and have been translated into 11 languages worldwide. He has testified as an expert witness in numerous electric, gas, and telephone rate cases at both federal and state levels. He has served as a consultant to many corporations and government agencies, including the Federal Reserve Board, the Federal Home Loan Bank Board, the U.S. Office of Telecommunications Policy, and the RAND Corporation. Dr. Brigham continues to teach, consult, and complete research in addition to his academic writing. He spends his spare time on the golf course, enjoying time with his family and dogs, and tackling outdoor adventure activities, such as biking through Alaska.

Joel F. Houston is the John B. Hall Professor of Finance at the University of Florida. He received his M.A. and Ph.D. from the Wharton School at the University of Pennsylvania, and his undergraduate degree from Franklin and Marshall College. Prior to his appointment at the University of Florida, Dr. Houston was an Economist at the Federal Reserve Bank of Philadelphia. Joel's research is primarily in the areas of corporate finance

and financial institutions, and his work has been published in a number of top journals including THE JOURNAL OF FINANCE, JOURNAL OF FINANCIAL ECONOMICS, JOURNAL OF BUSINESS, JOURNAL OF FINANCIAL AND QUANTITATIVE ANALYSIS AND FINANCIAL MANAGEMENT. Professor Houston also currently serves as an Associate Editor for the JOURNAL OF MONEY, CREDIT AND BANKING, the JOURNAL OF FINANCIAL SERVICES RESEARCH and the JOURNAL OF FINANCIAL ECONOMIC POLICY. Since arriving at the University of Florida in 1987, Joel has received 19 teaching awards, and has been actively involved in both undergraduate and graduate education. In addition to co-authoring leading textbooks in financial management, Dr. Houston has participated in management education programs for the PURC/World Bank Program, Southern Company, Exelon Corporation and Volume Services America. Joel enjoys playing golf and tennis and spending time with his wife (Sherry) and two children (Chris and Meredith). He is an avid sports fan who follows the Florida Gators, and the Pittsburgh Steelers, Pirates and Penguins.

This book was a required text for a financial management class in which the class was geared as an introductory course to finance. I found this book extremely difficult to understand as a beginner in this subject area-- the language and vocabulary used was written with the assumption that the reader has a background in finance. Many financial terms were undefined or would be explained only in the fine print of the text. I found myself constantly looking online to define words or better explain concepts because the text did a poor job. Also, when referencing figures and tables in the text, the author would analyze a table and explain it but the table would be on the next page so it made no logical sense... how can I possibly read about and reference the table at the same time? The authors of this book obviously have been around this information far too long and can no longer communicate at an introductory level.

Fundamentals of Financial Management is geared toward courses for people either forming the base for further study in finance or for courses in finance for non-financial managers (which applies to me). If you are going to be in any type of upper management, especially a CEO or executive vice president, you'll need to have a basis for how financials work (as well as if you are in business for yourself). I am finishing up a course in my PhD program that uses this as the assigned textbook. For the most part, explanations are thorough and I really appreciate the samples of excel calculations as well as financial calculator use. Though it is a textbook, for the most part, it's not that difficult to read. My only complaint is that some of the explanations of certain concepts receive little attention in the chapter, but a detailed question is asked in the problems at the end of the chapter based on that

concept. There were a couple of times that I had to look to external sources to figure something out from the book. Now, that isn't necessarily outlandish for doctoral courses but someone working on a bachelor's degree or a master's degree shouldn't have to do that. Overall, it's a good textbook for the basics of the financial industry. If I was to teach an introductory financial course (not bloody likely, that's not my strong suit), I would consider using this book.

I used this book for a beginners finance class and it was like meeting death...a couple of times. Case in point, you are on page 181 and it references data from page 29. Formulas in the book out of no where and no description of what they mean and how figures were calculated. If anything, this book is for those who know finance and just need a brief refresher. This book was terrible and I am not even sure how the publishing company published such crap from these two authors. No offense to , they got me the book on time however the way this book is laid out and some of the verbiage used is not seamless at all.

This book provides the finance concepts you will experience in a graduate MBA program. It is relatively easy to understand, but it is best used in a class where you also have a teacher lecturing. It only provides half of the answers in the back of the book, and does not explain how it calculated those answers. It can be difficult for someone who has never taken a finance course before.

As a basic intro to Finance this book is fairly good. The problem is the Aplia homework requires you to figure out things that the book doesn't teach you how to do... so you need to spend a ton of time and frustration trying to google what it is looking for. The Aplia subscription is also very expensive and mandatory if your professor decides to use it... \$125 just to be able to submit my homework for the semester. (And that does not include book price, it is just for access to the Aplia site.) It is designed to force your grade lower than it should have been on the first attempt to give the appearance of students progressing to the professor. Occasionally all answer choices to a question will be wrong as well... so you basically have to guess what answer it wants.

I am using this book for an online MBA program currently. Words can not express enough how much this book sucks in helping my education. It references previous tables from previous chapters. The worst is that it asks questions in the Aplia online work tool that it never taught you in the first place. Also for a topic that I enjoy learning about it makes me want to poke myself in the eyeball when reading due to the lack of common writing, meaning just put it in English. What a horrible

book!!

## Very Good Book

I liked this book, it was very helpful the way it breaks things down and shows you step by step how to work problems. The book includes the answers to the odd problems, which is very helpful when checking your work. This book make it much easier to understand financial planning.

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