



Corporate Finance: Core Principles and Applications + S&P card (McGraw-Hill/Irwin Series in Finance, Insurance, and Real Est)

Stephen Ross, Randolph Westerfield, Jeffrey Jaffe, Bradford D. Jordan

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Corporate Finance: Core Principles and Applications + S&P card (McGraw-Hill/Irwin Series in Finance, Insurance, and Real Est) Stephen Ross, Randolph Westerfield, Jeffrey Jaffe, Bradford D. Jordan Corporate Finance, by Ross, Westerfield, Jaffe and Jordan was written to convey the most important corporate finance concepts and applications as a level that is approachable to the widest possible audience. The concise format, managerial context and design, and student-friendly writing style are key attributes in this text. We took the best from RWJ Fundamentals and RWJ Corporate to create a book that fits an underserved need in the market. RWJJ Core Principles strikes a balance by introducing and covering the essentials, while leaving more specialized topics to follow-up courses. This text distills the subject of corporate finance down to its core, while also maintaining a deciding modern approach. The well-respected author team is known for their clear, accessible presentation of material that makes this text an excellent teaching tool.

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