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By Jim McMenamin

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This carefully developed and researched text will fill this gap by providing a succinct, modular, UK-focused introduction to the subject of financial management. Quality controlled by an academic review panel, the content and approach has been rigorously developed to answer the needs of non-finance students.
The user-friendly features and design will be of great appeal to the many undergraduates who find finance a difficult subject. Examples, models, formulas, and exercises are lucidly and clearly presented, supported by strong pedagogical features - learning objectives, worked examples, key learning points, further reading, practical assignments, references, case studies and teacher's guide.
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