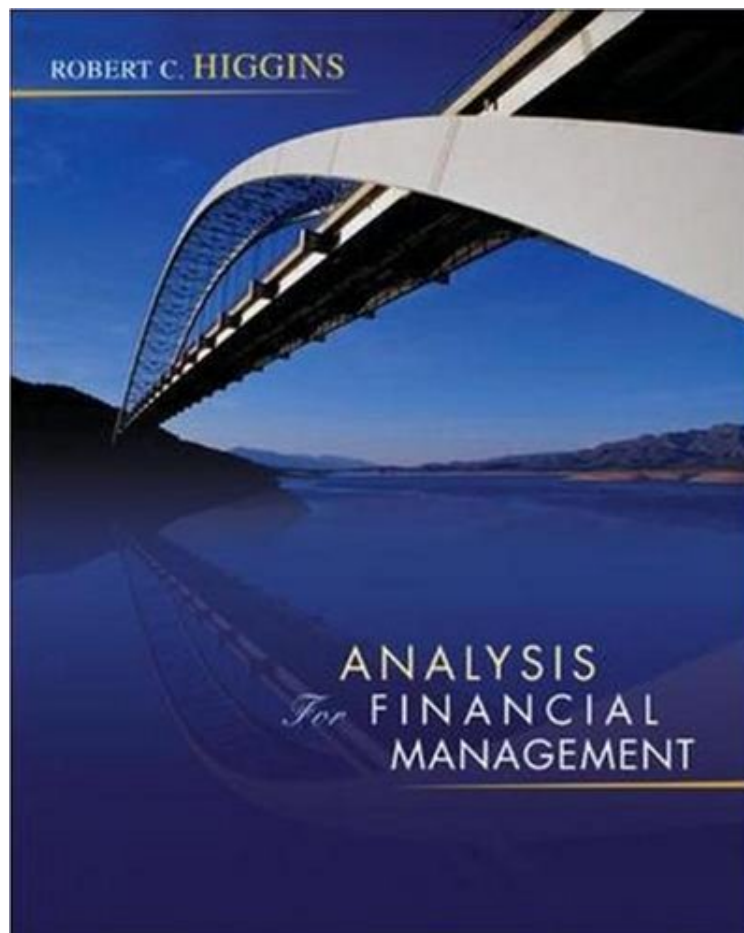


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Analysis for Financial Management (McGraw-Hill/Irwin Series in Finance, Insurance and Real Estate)

Robert Higgins

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Robert Higgins : Analysis for Financial Management (McGraw-Hill/Irwin Series in Finance, Insurance and Real Estate) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Analysis for Financial Management (McGraw-Hill/Irwin Series in Finance, Insurance and Real Estate):

13 of 14 people found the following review helpful. Down To Earth Yet Informative By Arbitrage I expected this book to be very dry and to the point, focusing on the nuts and bolts of finance and little else. I was surprised once I started reading that it was actually written well, and with a sense of humor. Sure, some of it is the nerdy accountant joke type stuff, but there are also some witty and sarcastic quips too - it makes you feel like a real, normal person wrote the text rather than some robot professor. That said, it also offers a comprehensive - if somewhat shallow - overview of financial management and analytic techniques. You'll learn about financial statements, forecasting, financing instruments, and evaluation of projects and firms. I think it is very helpful to read this if you have an interest in

business, but not a strong background - definitely good for any future managers. It won't give you a super in depth view of everything a CFO might need to know and if you're really into corporate finance you'll likely have to look elsewhere pretty soon. Financial Management: Theory Practice is a more in-depth option for those interested, though it doesn't have the same casual element.0 of 0 people found the following review helpful. Gets the job doneBy jayHelpful explanations on concepts.1 of 1 people found the following review helpful. Get it!By DanielVery good book. Well laid out, useful practice problems, and there's even a bit of humor now and then. I'm keeping this one after school.