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# Principles Of Managerial Finance, Brief (7th Edition)- Standalone Book (Pearson Series In Finance)



## Synopsis

NOTE: Access code is not included For Introduction to Managerial Finance courses. **Guide** students through complex material with a proven learning goal system. **This system** is a hallmark feature of *Principles of Managerial Finance, Brief* weaves pedagogy into concepts and practice, giving students a roadmap to follow through the text and supplementary tools. **MyFinanceLab for Principles of Managerial Finance: Brief, Seventh Edition** creates learning experiences that are truly personalized and continuously adaptive. MyFinanceLab reacts to how students are actually performing, offering data-driven guidance that helps them better absorb course material and understand difficult concepts resulting in better performance in the course. A dynamic set of tools for gauging individual and class progress means educators can spend less time grading and more time teaching. **This program will provide a better teaching and learning experience for you and your students. Here's how:**

**Improve Results with MyFinanceLab:** MyFinanceLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning.

**Guide Students with a Proven Learning Goal System:** Integrating pedagogy with concepts and practical applications, this system presents the material students need to make effective financial decisions in a competitive business environment.

**Provide Real, Hands-on Examples and Connections:** Personal finance connections, international considerations, and Excel spreadsheet practice help students identify and apply concepts in their daily lives.

**Note:** You are purchasing a standalone product; MyFinanceLab does not come packaged with this content. If you would like to purchase both the physical text and MyFinanceLab search for ISBN-10: 0133740897/ISBN-13: 9780133740899. That package includes ISBN-10: 0133546403/ISBN-13: 9780133546408 and ISBN-10: 0133565416/ISBN-13: 9780133565416. **MyFinanceLab is not a self-paced technology and should only be purchased when required by an instructor.**

## Book Information

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## Customer Reviews

Note: You are purchasing a standalone product Lawrence J. Gitman is an emeritus professor of finance at San Diego State University. He received his BA from Purdue University, MBA from the University of Dayton, and PhD from the University of Cincinnati. A prolific author, Dr. Gitman has published more than 50 articles appearing in FINANCIAL MANAGEMENT, the FINANCIAL REVIEW, JOURNAL OF FINANCIAL PLANNING, JOURNAL OF RISK AND INSURANCE, FINANCIAL SERVICES REVIEW, JOURNAL OF FINANCIAL RESEARCH, FINANCIAL PRACTICE AND EDUCATION, JOURNAL OF FINANCIAL EDUCATION, and other scholarly publications. He has authored and coauthored numerous best-selling textbooks on various finance and business topics as well as investing. An active member of numerous professional organizations, Dr. Gitman is past president of the Academy of Financial Services, the San Diego Chapter of the Financial Executives Institute, the Midwest Finance Association, and the FMA National Honor Society. In addition, he is a Certified Financial Planner (CFP). Dr. Gitman formerly served as a director on the CFP Board of Governors, as vice president of Financial Education for the Financial Management Association, and as director of the San Diego MIT Enterprise Forum. He has two grown children and lives with his wife in La Jolla, California, where he is an avid cyclist.

Most courses that use this text will require you to have access to Pearson's "My Finance Lab". To be clear, this text does not include that access. It has to be purchased separately (available here on [Amazon](#)) for more than the cost of the text. Be sure to place loose leaf text into a large binder before removing plastic wrap!

So I have zero experience in finance whatsoever, my undergrad was in communication. I picked up this book for my MBA class and felt like they did a really good job of explaining the material, even for someone in my situation. The book does a good job of relating real world work situations as well as situations that a person would face in their personal investments and finances. It does offer online tutorials that we didn't use, I would assume that this would also help with understanding the

material.

Poorly written. It would seem a lot of the writings and editing is done by someone who isn't very literate. They also use terms and math that is unnecessary or more complicated than needed for the subject. I have connections with people who have a career in finance who have said this is not at all how they do it. I only got this book because it was required for a college course, google has honestly taught me more about the subject than this book has.

This is easily the worst textbook I've ever had to work with in my college career, and I already have one bachelor's degree. I've stumbled across mislabeled headers, misspelled words, and a number of other childish errors that should not be found within a book to aid learning. This book is sloppy and confusing. Many of the chapters alternate between concepts and then how to complete formulas on a financial calculator or in excel. In one chapter, I spent hours trying to figure out why my homework did not look right before I realized it was because the "how-to do in excel" portion of the chapter had their formula wrong... SERIOUSLY?? What worse, is students are often tested on how to complete the formulas in order to confirm their knowledge of the concepts. But this book is very ineffective in walking a beginner through the formulas. Sure, they provide the formula, and they provide sample problems, but never do they step-by-step apply the numbers from the word problem to the formula to really show how to get from the beginning to the end. For a little reference, I am an accounting major who has been very successful with other numerically-based business courses, and am very good with math and formulas, but this book is no help in your learning and being that I am enrolled in an online class, I am drowning. Please save your students the headache (and money) and do not use this book. Awful, awful, awful.

I found the book to be interesting but some of the material was hard to grasp and unless you have some additional and supplemental material from your instructor this would only make it more difficult to understand. Another problem is the fact that there is no student solutions manual available to purchase with this book and there are only a few answers provided at the end of the book for end of chapter problems. I found the book almost as demanding as a calculus book so a solutions manual would be appropriate. I have a understanding of finance and accounting and yet I found the material somewhat hard to grasp so I can imagine how difficult it would be for a novice. The material needs to be presented in a better fashion and more examples need to be given for different scenarios.

Just wrapped up this class. This book is great, I would seriously recommend it for people in general to learn about the basics of finance. The seller of this item was also wonderful. Got the book in 2 days, no wear and tear at all.

It's a great book for someone who's wants to learn the basics and more. Very detailed and informative.

I am having difficulties finding the access code for the Pearson lab. It should be given immediately after purchasing the book.

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