

Fundamentals of Finance (fourth edition)

Financial institutions and markets, personal finance, financial management

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AN INDISPENSABLE GUIDE THAT IS BOTH A STAND-ALONE INTRODUCTION TO FINANCE AND A GREAT FOUNDATION FOR FURTHER FINANCE STUDY.

This fourth revised and updated edition gives a practical overview of contemporary finance from a New Zealand perspective. It helps students understand:

- How the financial system and the institutions within it operate.
- How and why financial decisions are made.
- The tools, techniques and concepts used in finance, and how they are applied to the major sectors of finance.
- How individuals plan their short- and long-term financial activities.
- How business organisations manage and finance their short- and long-term financial activities.

Broad in scope, Fundamentals of Finance explains the important financial decisions made by businesses and individuals, and how these decisions are influenced by the financial environment in which we live and work. It provides an introduction to finance that assists students to make their own financial decisions. Helpful features include: examples, self-test questions (with solutions!), learning objectives, a glossary of terms and useful formulae.

ABOUT THE AUTHORS

Carolyn Wirth holds a PhD in Finance from Massey University for empirical research on the capital market implications of resource consent information contained in New Zealand listed company announcements. Her current research investigates the corporate financial implications of country-level environmental regulatory stringency and the causes and consequences of the informativeness of corporate disclosures.

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SALES POINTS

- Expert authors
- A book with a great track record now in its fourth edition
- Extremely comprehensive in scope
- Easy to follow format with all the detail required for a student success
- A core text for Massey's Bachelor of Business Studies paper 115.105

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