



Financial Management: Theory & Practice (with Thomson ONE - Business School Edition 1-Year Printed Access Card) (Available Titles CengageNOW)

Eugene F. Brigham, Michael C. Ehrhardt

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Give future and current managers a thorough understanding of the financial theory that is essential for developing and implementing effective financial strategies in business today. Brigham/Ehrhardt's leading *Financial Management: Theory and Practice* (13th Edition) is the only text that strikes a perfect balance between solid financial theory and practical applications. Readers gain a strong working knowledge of today's changed financial environment as this edition examines recent financial crises, the global economic crisis, and role of finance in the business and students' personal lives. This book's relevant presentation, numerous examples and emphasis on using Excel spreadsheets shows readers how to increase the value of a firm. Integrated practice using Thomson ONE-Business School Edition gives readers hands-on experience using the same research tool Wall Street professionals rely upon daily. This book is both the ideal choice for today's introductory MBA course as well as a valuable reference tool for students throughout their academic and business careers.

About This Edition

New Features

- *Reorganization offers flexible coverage for one-semester or two-semester courses.*
This new edition is reorganized to address key concepts and essential topics within the first 17 chapters, ensuring that students receive the coverage they need whether in a one- or a two-semester course. Later chapters provide more advanced and expanded treatment of topics to build upon earlier material and increase student mastery of concepts.
- *The latest examples reflect today's global economic crisis.*
Updated, timely real examples throughout almost every chapter demonstrate the impact of today's financial crisis in all areas of business and life. New "Global Economic Crisis" boxes in many chapters highlight specific finance issues related to the crisis.
- *Chapter opening graphics emphasize the big picture for students.*
New, informative graphics at the beginning of each chapter clearly illustrate how the chapter's topics and concepts fit into the overall financial framework.
- *Excel tool kits, now integrated with the text, ensure student spreadsheet proficiency.*
The authors have created Excel Tool Kits for each chapter to enhance student proficiency with spreadsheets. Tool Kit models, available as self-taught tutorials through the book's website, detail many of the features and functions of Excel. In this edition, actual screen captures from the Excel Tool Kit models appear within the text, allowing students to clearly and more closely follow the models in analysis.
- *Aplia finance saves time and supports interactive learning.*
Today's fastest-growing interactive online homework management system, Aplia engages students in

course concepts, ensures that they practice on a regular basis, and helps them prepare for finance with a series of tutorials. Problem sets specific to this edition provide instant grades and detailed feedback. Students have the opportunity to learn from and improve with every question.

Additional Features

- *Professional power of Thomson ONE - Business School Edition lets students work with actual financial tools.*
Now students can complete financial research and analysis using the same tool that professional brokers and Wall Street analysts trust every day--Thomson ONE - Business School Edition online database. Educators and students have instant access to leading financial data sources, including Thomson Financial, Worldscope, SEC Disclosure, First Call, Datastream and more. Corresponding Thomson ONE problems in most chapters in the text enable valuable practice.
- *End-of-chapter spreadsheet problems guide students through building a model.*
Partially completed, end-of-chapter spreadsheets contain financial data and instructions on how to "build a model." This structure guides the student through the problem, minimizes unnecessary typing and data entry, and makes it easy to grade the work because all student answers appear in the same location on the spreadsheet.
- *Unmatched author expertise ensures a clear, contemporary approach.*
This premier authorship team combines the extensive teaching background and more than 30 years of text writing experience of Dr. Gene Brigham with the contemporary scholarship and practical, professional expertise of Dr. Mike Ehrhardt. Together, these authors deliver a consistent, accurate, and innovative approach that will keep students first in finance.
- *Practical application of theory and trends highlights the role of finance today.*
The authors clearly illustrate the application of concepts and theories throughout the book's proven presentation, wealth of actual business examples, thought-provoking problem sets, and integrated mini-cases. Comprehensive mini-cases at the end of each chapter further demonstrate applications with corresponding PowerPoint slides and spreadsheets as well as solutions on the Instructor's password-protected website.
- *A multidisciplinary approach demonstrates how finance affects all areas of business.*
The authors interweave various subjects throughout the text discussion to clearly demonstrate how business impacts finance and how all areas of business are affected by finance.
- *Early coverage of financial statements establishes a strong context for the concepts that follow.*
Presenting financial statements early within the text provides a clear picture of what financial management is all about. Students understand how the effects of financial decisions are shared throughout the firm. Early introductions to risk analysis, discounted cash flow techniques, valuation procedures, and EVA/MVA allows the authors to use and reinforce these key concepts throughout the book.

See this title's supplement:

Study Guide for Brigham/Ehrhardt's Financial Management: Theory and Practice (13th Edition)

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