

## **Fundamentals of Corporate Finance, 11th Edition**

Stephen Ross, Randolph Westerfield, Bradford Jordan



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The best-selling *Fundamentals of Corporate Finance* (FCF) has three basic themes that are the central focus of the book:

1) An emphasis on intuition? the authors separate and explain the principles at work on a common sense, intuitive level before launching into any specifics.

2) A unified valuation approach?net present value (NPV) is treated as the basic concept underlying corporate finance.

3) A managerial focus? the authors emphasize the role of the financial manager as decision maker, and they stress the need for managerial input and judgment.

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