



# Fundamentals of Financial Managing

*Frank M. Werner, James Arthur Finch Stoner*

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Fundamentals of Financial Managing is a new introductory finance textbook designed for use in undergraduate classes. Based on the highly acclaimed text Modern Financial Managing by Frank Werner and Jim Stoner, Fundamentals continues their efforts to integrate finance with the managerial insights necessary to "do finance right."

Containing 18 chapters, and under 500 pages, Fundamentals is easy to read and understand, and easily accommodates a semester- or quarter-length course. The chapters are organized in a new and innovative way, tracing how money is raised in the financial markets and how financial managers can use money to exceed the expectations of investors and add value to the firm.

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