



Introduction to Finance

Lawrence J. Gitman, Jeff Madura

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Due to ongoing advancements in technology, new legislation, and other innovations, the field of finance is rapidly changing. Developments in financial markets and investments necessitate that students be exposed to these topics as well as to financial management, the traditional focus of the introductory finance course.

Introduction to Finance develops the three components of finance in an interactive framework that is consistent with the responsibilities of all financial professionals, managers, intermediaries, and investors in today's economy. To show the interrelationships between the areas of finance, the text emphasizes how investor activities monitor firms and focuses on the role of financial markets in channeling funds from investors to firms.

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