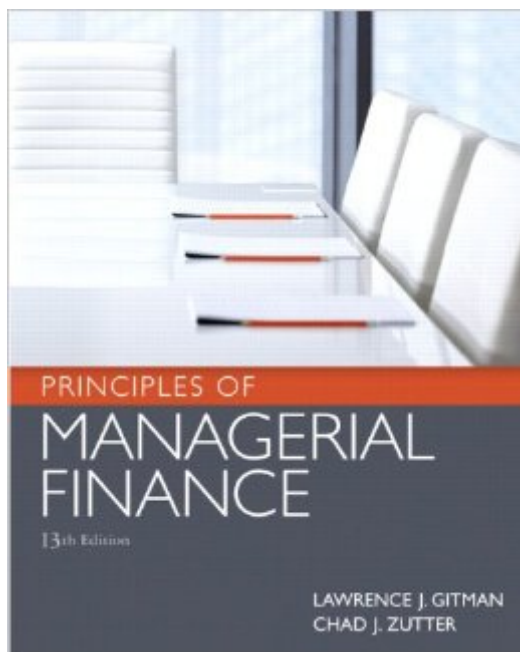


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Principles Of Managerial Finance (13th Edition)



Synopsis

Gitman's proven learning goal system—a hallmark feature of Principles of Managerial Finance—weaves pedagogy into concepts and practice, providing readers with a roadmap to guide them through the text and supplementary tools. The thirteenth edition features new coauthor Chad Zutter of the University of Pittsburgh who brings his contemporary thinking and pedagogy to the text.

Book Information

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Customer Reviews

I found the book to be interesting but some of the material was hard to grasp and unless you have some additional and supplemental material from your instructor this would only make it more difficult to understand. Another problem is the fact that there is no student solutions manual available to purchase with this book and there are only a few answers provided at the end of the book for end of chapter problems. I found the book almost as demanding as a calculus book so a solutions manual would be appropriate. I have a understanding of finance and accounting and yet I found the material somewhat hard to grasp so I can imagine how difficult it would be for a novice. The material needs to be presented in a better fashion and more examples need to be given for different scenarios.

Most courses that use this text will require you to have access to Pearson's "My Finance Lab". To be clear, this text does not include that access. It has to be purchased separately (available here on) for more than the cost of the text. Be sure to place loose leaf text into a large binder before removing plastic wrap!

So I have zero experience in finance whatsoever, my undergrad was in communication. I picked up this book for my MBA class and felt like they did a really good job of explaining the material, even for someone in my situation. The book does a good job of relating real world work situations as well as situations that a person would face in their personal investments and finances. It does offer online tutorials that we didn't use, I would assume that this would also help with understanding the material.

This book "Principles of Managerial Finance" by Lawrence J Gitman is very helpful for MBA students, graduates, or professional managers. The methods for finance analysis is very clear and straightforward and easy to understand. The sample cases (based on actual cases) help give insights to readers towards how to implement finance theory into real life finance problem solving.

I needed this book for an online class. I'm sure the book could be useful if you are not self taught. I did not learn a thing and the book was pretty much useless to me, I carried the big text book everyday, and read and reread to see if I could understand. No, the context were useless so much information and formulas, that in the end turn out to be or lead to the same answer. They don't simplify for new learners, like myself. Its supposed to be a for of introduction. Well it was not. This is about the product, not the seller.

What sense does it make that I can only have this title on 2 devices? Many students use a laptop, phone, and tablet depending on available study environment. This limit is asinine considering what this book costs. Of course, this is my own fault for not seeing it plainly stated in the Product Details: "Simultaneous Device Usage: Up to 2 simultaneous devices, per publisher limits" Next time I'll go with that horrible service Yuzu, at least you get web access from anywhere, which kindle's cloud reader does not. Also, it is a study textbook in which viewing multiple pages would be tremendously beneficial- what's the holdup on such an obvious feature?.. But that's a whole other gripe.

Just wrapped up this class. This book is great, I would seriously recommend it for people in general to learn about the basics of finance. The seller of this item was also wonderful. Got the book in 2 days, no wear and tear at all.

Good resource, especially for non-finance students. Principles of Management Finance provided

good detail and explanations and met my course needs nicely. The text was used when completing a financial analysis Master's course. I've also kept it as a reference should a need arise.

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