

<<经理人财务知识>>

图书基本信息

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内容概要

Welcome to the Business Fundamentals series from Harvard Business School Publishing!

The readings in this collection were developed for the MBA and executive programs of Harvard Business School. These programs rely heavily on the case method of instruction, in which students analyze and discuss firsthand accounts of actual management situations. Students also learn the fundamentals of what managers do: how they measure performance, make choices, and organize their activities. At Harvard Business School, the fundamentals are often taught through background notes, which describe business processes, management techniques, and industries.

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书籍目录

Introduction Introduction to Financial Concepts Short-term Financial Management Long-term Financial Management Investment Management Risk Management Valuation Special Topics Appendix For Further Reading

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