

<<财务学基础>>

图书基本信息

书名：<<财务学基础>>

13位ISBN编号：9787302030706

10位ISBN编号：7302030707

出版时间：1998-08

出版时间：清华大学出版社

作者：Keown,Petty,Scott,Martin

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<财务学基础>>

内容概要

《财务学基础:财务管理逻辑与实务(第2版)》为世界工商管理名典系列之一。

<<财务学基础>>

书籍目录

Preface

Chapter 1

An Introduction to the Foundations of
Financial Management-The Ties That Bind

Goal of the Firm

Legal Forms of Business Organization

Federal Income Taxation

Ten Axioms That Form the Foundations of Financial Management

Axiom 1: The Risk-Return Trade-off-We Won't Take On

Additional Risk Unless We Expect to Be Compensated with
Additional Return

Axiom 2: The Time Value of Money--A Dollar Received Today

Is Worth More Than a Dollar Received in the Future

Axiom 3: Cash-Not Profits-Is King

Axiom 4: Incremental Cash Flows--It's Only What Changes
That Counts

Axiom 5: The Curse of Competitive Markets-Why It's Hard to Find
Exceptionally Profitable Projects

Axiom 6: Efficient Capital Markets-The Markets Are Quick and the
Prices Are Right

Axiom 7: The Agency Problem--Managers Won't Work for the
Owners Unless It's in Their Best Interest

Axiom 8: Taxes Bias Business Decisions

Axiom 9: All Risk Is Not Equal--Some Risk Can Be Diversified Away,
and Some Cannot

Axiom 10: Ethical Behavior Is Doing the Right Thing, and Ethical
Dilemmas Are Everywhere in Finance

Overview of the Text

Chapter 2

The Financial Markets and Interest Rates

The Mix of Corporate Securities Sold in the Capital Market

Why Financial Markets Exist

Financing of Business: The Movement of Funds through the
Economy

Components of the U.S. Financial Market System

The Investment Banker

Private Placements

Flotation Costs

Regulation

More Recent Regulatory Developments

Rates of Return in the Financial Markets

Interest Rate Determinants in a Nutshell

The Term Structure of Interest Rates

Chapter 3

Evaluating a Firm's Financial Performance

<<财务学基础>>

and Measuring Cash Flow
 Basic Financial Statements
 Financial Ratio Analysis
 The DuPont Analysis: An Integrative Approach to Ratio Analysis
 Chapter 4:
 Financial Forecasting, Planning, and Budgeting
 Financial Forecasting
 Financial Planning and Budgeting
 Computerized Financial Planning
 Chapter 5
 The Time Value of Money
 Compound Interest
 Present Value
 Annuities
 Annuities Due
 Compound Interest with Nonannual Periods
 Present Value of an Uneven Stream
 Perpetuities
 Chapter 6
 Valuation and Characteristics of Bonds
 Types of Bonds
 Terminology and Characteristics of Bonds
 Definitions of Value
 Valuation: An Overview
 Valuation: The Basic Process
 Bond Valuation
 The Bondholder's Expected Rate of Return (Yield to Maturity)
 Bond Valuation: Three Important Relationships
 Chapter 7
 Valuation and Characteristics of Stock
 Preferred Stock
 Common Stock
 The Stockholder's Expected Rate of Return
 Chapter 8
 The Meaning and Measurement
 of Risk and Return
 Expected Return Defined and Measured
 Risk Defined and Measured
 Rates of Return: The Investor's Experience
 Risk and Diversification
 The Investor's Required Rate of Return
 The Fama and French Attack on the CAPM
 Chapter 9
 Capital-Budgeting Techniques and Practice
 Finding Profitable Projects
 Capital-Budgeting Decision Criteria
 Capital Rationing

<<财务学基础>>

Problems in Project Ranking-Capital Rationing, Mutually Exclusive Projects, and Problems with the IRR
 Ethics in Capital Budgeting
 A Glance at Actual Capital-Budgeting Practices
 Chapter 10
 Cash Flows and Other Topics in Capital Budgeting
 Guidelines for Capital Budgeting
 Measuring a Project's Benefits and Costs
 Risk and the Investment Decision
 Incorporating Risk into Capital Budgeting
 Examining a Project's Risk through Simulation
 Chapter 11
 Cost of Capital
 The Cost of Capital: Key Definitions and Concepts
 Determining Individual Costs of Capital
 The Weighted Average Cost of Capital
 Calculating Divisional Costs of Capital: PepsiCo, Inc.
 Using a Firm's Cost of Capital to Evaluate New Capital Investments
 Chapter 12
 Determining the Financing Mix
 Business and Financial Risk
 Breakeven Analysis
 Operating Leverage
 Financial Leverage
 Combination of Operating and Financial Leverage
 Planning the Financing Mix
 A Quick Look at Capital Structure Theory
 Basic Tools of Capital Structure Management
 A Glance at Actual Capital Structure Management
 Chapter 13
 Dividend Policy and Internal Financing
 Key Terms
 Does Dividend Policy Affect Stock Price?
 The Dividend Decision in Practice
 Dividend Payment Procedures
 Stock Dividends and Stock Splits
 Stock Repurchases
 Chapter 14
 Introduction to Working-Capital Management
 Managing Current Assets and Liabilities
 Appropriate Level of Working Capital
 Estimation of the Cost of Short-Term Credit
 Sources of Short-Term Credit
 Chapter 15
 Liquid Asset Management
 Why a Company Holds Cash

<<财务学基础>>

Cash Management Objectives and Decisions
Collection and Disbursement Procedures
Evaluation of Costs of Cash Management Services
Composition of Marketable-Securities Portfolio
Accounts-Receiveable Management
Inventory Management
Chaprter 16
International Business Finance
The Globalization of Product and Financial Markets
Exchange Rates
Interest-Rate Parity Theory
Purchasing-Power Parity Theory
Exposure to Exchange Rate Risk
Multinational Working-Capital Management
Intemational Financing and Capital Structure Decisions
Direct Foreign Investment
Chapter 17
Changes and Challenges in Finance
Recent Innovations in Risk Management
Finance m the '90s: The Consequences of Financial Innovation
in Corporate Restructuring
Recent Innovations in Raising Capital: Hybrid Securities
The Agency Problem: Changes and Challenges
The CAPM and Market Efficiency: The Challenges from
Academia
Appendixes
Appendix A: Using a Calculator
Appendix B: Compound Sum of \$1
Appendix C: Present Value of \$1
Appendix D: Sum of an Annuity of \$1 for n Periods
Appendix E: Present Value of an Annuity of \$1 for n periods
Appendix F: Check Figures for Selected
End-of-Chapter Study Problems
Glossary
Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>