



Análise para Administração Financeira (Portuguese Edition)

By Robert C. Higgins

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Concebido para executivos não financeiros e estudantes de administração interessados na prática da gestão financeira, este livro apresenta as técnicas padrão e os avanços recentes de maneira prática e intuitiva. A ênfase do texto está nas implicações gerenciais da análise financeira. O livro é extremamente útil para os interessados em aprimorar suas habilidades gerenciais e para os alunos de MBA executivos. É bastante adotado como livro-texto em cursos de finanças aplicadas, como texto auxiliar em cursos voltados para estudos de cases, e como leitura complementar em cursos mais teóricos sobre finanças.

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