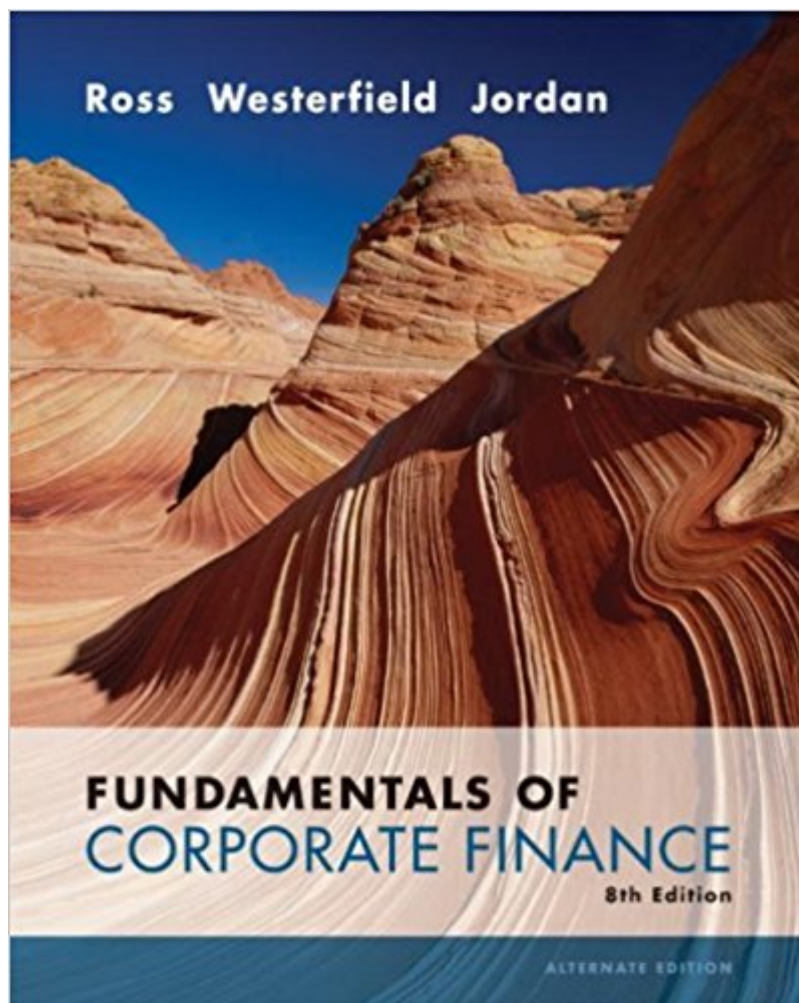


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# Fundamentals Of Corporate Finance Alternate Value 8th Edition



## Synopsis

The best-selling Fundamentals of Corporate Finance (FCF) is written with one strongly held principle – that corporate finance should be developed and taught in terms of a few integrated, powerful ideas. As such, there are three basic themes that are the central focus of the book: 1) An emphasis on intuition – underlying ideas are discussed in general terms and then by way of examples that illustrate in more concrete terms how a financial manager might proceed in a given situation. 2) A unified valuation approach – net present value (NPV) is treated as the basic concept underlying corporate finance. Every subject covered is firmly rooted in valuation, and care is taken to explain how particular decisions have valuation effects. 3) A managerial focus – the authors emphasize the role of the financial manager as decision maker, and they stress the need for managerial input and judgment. The Eighth Edition continues the tradition of excellence that has earned Fundamentals of Corporate Finance its status as market leader. Every chapter has been updated to provide the most current examples that reflect corporate finance in today's world. The supplements package has also been updated and improved. From a new computerized test bank that is easier than ever to use, to new narrated PowerPoint for students, to new interactive learning modules, student and instructor support has never been stronger. There is also an optional, exciting new web-based program called "McGraw-Hill's Homework Manager" that will help your students learn corporate finance by duplicating problems from each chapter in the textbook and by providing automatic grading and feedback to both students and instructors.

## Book Information

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## Customer Reviews

Stephen Ross is presently the Franco Modigliani Professor of Finance and Economics at the Sloan School of Management, Massachusetts Institute of Technology. One of the most widely published authors in finance and economics, Professor Ross is recognized for his work in developing the Arbitrage Pricing Theory and his substantial contributions to the discipline through his research in signaling, agency theory, option pricing, and the theory of the term structure of interest rates, among other topics. A past president of the American Finance Association, he currently serves as an associate editor of several academic and practitioner journals. He is a trustee of CalTech, a director of the College Retirement Equity Fund (CREF), and Freddie Mac. He is also the co-chairman of Roll and Ross Asset Management Corporation. Randolph W. Westerfield is Dean of the Marshall School of Business at University of Southern California and holder of the Robert R. Dockson Dean's Chair of Business Administration. From 1988 to 1993, Professor Westerfield served as the chairman of the School's finance and business economics department and the Charles B. Thornton Professor of Finance. He came to USC from The Wharton School, University of Pennsylvania, where he was the chairman of the finance department and member of the finance faculty for 20 years. His areas of expertise include corporate financial policy, investment management and analysis, mergers and acquisitions, and stock market price behavior. Professor Westerfield has served as a member of the Continental Bank trust committee, supervising all activities of the trust department. He has been consultant to a number of corporations, including AT&T, Mobil Oil and Pacific Enterprises, as well as to the United Nations, the U.S. Department of Justice and Labor, and the State of California. Bradford D. Jordan is Professor of Finance and Gatton Research Fellow in the Carol Martin Gatton College of Business and Economics at the University of Kentucky. He has a long-standing interest in both applied and theoretical issues in corporate finance, and has extensive experience teaching all levels of corporate finance and financial management policy. Professor Jordan has published numerous articles on issues such as cost of capital, capital structure, and the behavior of security prices.

This was used for a Business Finance course and though it wasn't the most exciting read (I'd rather be reading fiction~ha!) it was written in a way that was easy to understand, even for beginners, and presented a thorough explanation of relevant finance topics in short chapters. There were also a number of "blurbs" on the pages that gave experiences of real people and businesses, so you can get an idea of how topics are relevant in real world situations, often using major news stories in the last five-ten years that you've probably heard about. Not the most thrilling topic in the world, and

you're likely reading only because you were assigned to read it, but it's not the most terrible text book in the world to read. There were parts I actually really found interesting, (learning about Starbucks, Apple, etc) and the information was easy to understand when put into a real world context, which the authors did a wonderful job of.

Not my kinda textbook. In talking to my instructor, it seems that this book is the gold standard for intro finance texts, and if that's the case, it's too bad. I didn't feel I learned much from it. Almost zero worked problems within the chapters, yet they toss you into the deep end at the end of the chapter with the problem sets. Personally, I learn a lot by studying and working through examples and seeing worked-problem solutions. They provide some example problems here and there but they're usually on the order of "you should check our answers for practice." Well, what if your answers are wrong?! I should add, the supplemental materials of the text are not very helpful (powerpoint slides/lecture outlines.) Just read the text, work whatever assigned problems your instructor gives you, and hope for the best on the tests. Thankfully our professor just gave multiple choice open-book tests so everyone got an A or B on every test. It is a pretty basic text. The authors explain things ok usually, but their writing style is borderline archaic and they often take the long route in explaining important concepts. Their discussion of bond pricing and TVM (time value of money) needs improvement. So does their discussion of present value of dividends, in which they take a very loopy numerical approach that is far too hard to understand - I got most of the test questions wrong on this topic. They also refer to Sarbanes-Oxley as "Sarbox" - nobody else calls it anything except SOX. I took Intermediate Accounting before I took Finance, and we used the Kieso, et al. textbook, which was pretty darned difficult but better than this text as far as explanations of TVM and other topics. I am alarmed to see that a new copy of this book sold for over \$200. It has over 20 chapters but they are all short and the information within this book is definitely not worth such a high pricetag. Actually, I rented this book for the course because the cost was far more than I was willing to pay.

If I could give no stars, I would and so would almost everyone else in the class, including the teacher. This book is so difficult to read and understand. I am 4 weeks into the class and haven't read one page because it is all a jumble. I have only done 1 home lesson because the questions are so confusing. The teacher told me to try the home lessons and pass them in even if they are wrong. I thought this was going to be my easy class. Nope!! Can't wait to send this book back!!

The one star is for the rental experience. The book was to be delivered Tuesday 1/7 ( Prime) but it

didn't come. Gave it a few more days because the website reflected that the book had been shipped so I thought there was just a delay. When it hadn't shown by Friday 1/10, I went into the UPS website and saw that while a label had been printed with that tracking #, the package never entered the UPS system for shipment. When I was finally able to get in touch with someone at , I was advised that the only thing that could be done was the rental fee be refunded and for me to "try" and rent the item again. When I asked why couldn't it just be re-shipped (or shipped since it apparently hadn't been) I was advised that couldn't be done with rental orders. I wasn't surprised today when I tried placing another rental order and found the item was no longer available, which was probably the case all along, only failed to tell me that and allowed me to believe a book was in route to me when it wasn't. The customer service rep knew this also, that's where the "try" to rent it again remark came from. With class starting Monday I have no choice now but to purchase the book from the school at whatever astronomical price they charge. Had provided good (any) customer service from the beginning, I would have rented the book from another site for about the same fee charged-which I will most likely do from now on. Surprisingly terrible customer service from .

\*\*\*\*\*Update- 1/17/14\*\*\*\*\*I was contacted by customer service and told the book was still available to rent. Since class was starting a few days later, advised me to request overnight delivery and they would pay the additional cost. I clicked on the link supplied in their email and sure enough, the book was available. I did as instructed and received the book in time for the start of class. So far the book has been easy to follow, though it's still in the semester. I changed my rating to five stars because stepped up to the plate and handled this situation satisfactorily.

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