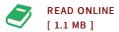




Consumer Behavior: Building Marketing Strategy (Twelfth Edition)

By Amit Mookerjee, Del. I Hawkins, David L. Mothersbaugh

McGraw Hill Education, 2014. Softcover. Book Condition: New. 5th or later edition. Consumer Behavior: Building Marketing Strategy provides students with a usable, strategic understanding of consumer behavior. The authors believe that knowledge of the factors that influence consumer behavior can, with practice, be used to develop sound marketing strategy. As a consequence, the text integrates theory, strategy-based examples, and application. Contents: PART I Overview 1. Introduction to Corporate Finance 2. Financial Statements and Cash Flow 3. Financial Statements Analysis and Financial Models PART II Valuation and Capital Budgeting 4. Discounted Cash Flow Valuation 5. Net Present Value and Other Investment Rules 6. Making Capital Investment Decisions 7. Risk Analysis, Real Options, and Capital Budgeting 8. Interest Rates and Bond Valuation 9. Stock Valuation PART III Risk 10. Risk and Return: Lessons from Market History 11. Return and Risk: The Capital Asset Pricing Model (CAPM) 12. An Alternative View of Risk and Return: The Arbitrage Pricing Theory 13. Risk, Cost of Capital, and Valuation PART IV Capital Structure and Dividend Policy 14. Efficient Capital Markets and Behavioural Challenges 15. Long-Term Financing: An Introduction 16. Capital Structure: Basic Concepts 17. Capital Structure: Limits to the Use of Debt 18. Valuation and Capital...



Reviews

This book might be really worth a read, and superior to other. This really is for all who statte there had not been a really worth studying. I am just happy to tell you that this is basically the very best pdf i actually have read through during my very own lifestyle and may be he best ebook for actually.

-- Elnora Ruecker

Comprehensive information for book fans. It is one of the most amazing book i actually have read. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Yoshiko Okuneva

See Also



Fun to Learn Bible Lessons Preschool 20 Easy to Use Programs Vol 1 by Nancy Paulson 1993 Paperback Book Condition: Brand New. Book Condition: Brand New.



Games with Books: 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.



Games with Books: Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.



A Letter from Dorset: Set 11: Non-Fiction

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, A Letter from Dorset: Set 11: Non-Fiction, Emma Lynch, This title is part of Phonics Bug - the first Phonics programme to bring together research-based teaching methods with 100% decodable books, CBeebies video,...



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...



My Best Bedtime Bible: With a Bedtime Prayer to Share

Lion Hudson Plc. Paperback. Book Condition: new. BRAND NEW, My Best Bedtime Bible: With a Bedtime Prayer to Share, Sophie Piper, Claudine Gevry, This heartwarming collection of ten Bible stories is ideal for reassuring and comforting toddlers at the end of the...