

Solucionario Finanzas Corporativas 9 Edición

Finanzas Empresariales Finanzas empresariales Prontuario de finanzas empresariales Finanzas para la formación del contador público Introducción a las finanzas empresariales Proceso Membership Directory Cuadernos económicos de ICE. Universidad Autónoma de Nuevo León y su oferta educativa en el nivel superior Planeación & desarrollo Anuario estadístico del Estado de Baja California Ejecutivos de finanzas Urbi et orbi Infotal Boletín bursátil Agenda Anuario estadístico Anuario estadístico de educación Emprendedores El nuevo inversionista *ABINZANO GUILLEN, ISABEL* Jorge Trujillo Moreno, Joaquín Arias Bello, Martha Liliana Antonio Partal Ureña American Chamber of Commerce of Mexico Universidad Autónoma de Nuevo León Escuela de Administración de Negocios para Graduados. Centro de Documentación

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el objetivo de esta obra es presentar al lector una herramienta que le ayude a un aprendizaje efectivo de las finanzas empresariales el lector podrá acceder a través de la página web de ediciones paraninfo a una serie de materiales complementarios estos materiales le permitirán por una parte ampliar los temas que le resulten de mayor interés y por otra comprobar su grado de aprendizaje a través de los problemas de autoevaluación adicionalmente el lector tendrá a su disposición los libros excel que recogen las operaciones de los numerosos ejemplos que aparecen en el texto así como la solución de los problemas de autoevaluación este libro abarca el campo de las finanzas que deben conocer aquellos que van a trabajar en el ámbito de la dirección financiera de la empresa este libro destaca por un enfoque novedoso y global de los temas tratados fruto del esfuerzo de un grupo de 26 profesores de varias universidades

españolas con amplia experiencia docente e investigadora que han puesto en común sus conocimientos y experiencias

finanzas empresariales análisis y gestión presenta las herramientas necesarias para la adecuada toma de decisiones financieras facilita el análisis el diagnóstico la evaluación y la planeación estratégica financiera pef orientada a la generación de valor de la operación y financiación de las empresas permite conocer el estado de la salud financiera de las empresas con un diagnóstico analítico sobre la evolución de los indicadores de gestión financiera apoyados con la matriz de referenciamiento empresarial que involucra como tema novedoso de la obra el benchmark y la determinación del punto de equilibrio del costo de capital para el análisis del apalancamiento financiero y el valor agregado económico

el prontuario de finanzas empresariales permitirá a los integrantes de la alta dirección jerarquizar la información relevante para tomar las mejores decisiones que aseguran la permanencia y el desarrollo de la empresa esta obra representa una nueva contribución a la cultura financiera a través de una aportación práctica en un mundo confundido por el exceso de información

este libro es el resultado de un trabajo conjunto del grupo de docentes de la unidad de finanzas del departamento de ciencias contables de la pontificia universidad javeriana su propósito es el de servir como un texto guía para el estudio de las finanzas desde un enfoque conceptual analítico y práctico de los temas relevantes de la gestión financiera además de ser un aporte a las exigencias de formación esta iniciativa se sustenta en la interdisciplinariedad como un requerimiento fundamental que integra disciplinas como la economía y las finanzas para la formación y el ejercicio del profesional contable en cualquier escenario del ámbito empresarial

el libro está planteado como un manual que sirva de iniciación al mundo de la economía financiera en general y de las finanzas corporativas en particular está dirigido a aquellas personas que inicien su formación en gestión de empresas para que les sirva de introducción a las finanzas corporativas presentándoles las líneas básicas de la disciplina por otro lado también es un libro que puede resultar útil para aquellos que realicen sus estudios en otros grados universitarios que requieran conocimientos básicos sobre gestión empresarial particularmente en el área financiera como complemento a su formación el manual está dividido en cuatro partes en las que se abordan los conceptos y técnicas necesarios para afrontar los problemas de inversión y financiación empresariales sin entrar en una complejidad excesiva dado el carácter introductorio de la obra en la primera parte se realiza una presentación de la función que cumplen las finanzas en las empresas analizando qué decisiones empresariales se consideran dentro del ámbito financiero la

segunda parte realiza una revisión de los conceptos teóricos y los métodos matemáticos habitualmente empleados en la valoración financiera estas técnicas se utilizarán en las partes posteriores para poder resolver los cálculos financieros planteados en la tercera parte se aborda el análisis de inversiones y fuentes de financiación de la empresa presentando las técnicas más habituales en ausencia de riesgo para la valoración de los proyectos de inversión y financiación finalmente en la cuarta parte se estudian las técnicas de planificación financiera tanto a corto como a largo plazo técnicas que serán útiles para la elaboración de planes de empresa y para realizar una gestión anticipativa eficiente desde el punto de vista financiero asimismo se incluye una introducción a la hoja de cálculo excel 2016 y una recopilación de las funciones financieras cont

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