



# **Fundamentals of Corporate Finance, 11th Edition (The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate)**

*Stephen Ross, Randolph Westerfield, Bradford Jordan*

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- 1) An emphasis on intuition?the authors separate and explain the principles at work on a common sense, intuitive level before launching into any specifics.
- 2) A unified valuation approach?net present value (NPV) is treated as the basic concept underlying corporate finance.
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