

《AMA HANDBOOK FINANCIAL RISK MANAGEMENT(ISBN=9780814417447)》

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..a detailed reference source designed for both practitioners and business students....highly recommended to public libraries and to academic libraries." --American Reference Books Annual

内容简介

Managing financial risks comes down to understanding how to reduce a complex business environment into workable concepts and models. "The AMA Handbook of Financial Risk Management" provides readers with the tools they need for dealing with the most important areas of financial decision making. Filled with strategies, principles, and measurement techniques, the book shows readers how to: categorize financial risks; reduce risks from cash flow and budget exposures; analyze operating risks; understand assessments of risk and return; and, manage risks in capital investment decisions. Providing both explanations and practical applications, the book clarifies the factors that affect the value of a firm, considerations such as time and the proper use of debt, and risks inherent in the capital structure of the firm and the valuation of business combinations. This is a comprehensive guide that enables risk managers and anyone involved in the financial management of an organization to know what factors are at stake and how to protect their bottom line.

作者简介

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