

<<财务管理>>

图书基本信息

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内容概要

本书从原理和实务两个角度为读者提供一个全面了解财务世界的良好机会。内容涉及金融、财务基本概念、长期财务管理决策、短期财务管理决策以及全球财务等部分。书中配有大量案例、自测题及答案，同时使用漫画、图表并配以简洁的文字。

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