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2. BASIC CONCEPTS IN PRINCIPLES OF MANAGERIAL FINANCE a. Managerial Finance According to Gitman, Lawrence (2003), "Managerial finance is the branch of finance that concerns itself with the managerial significance of finance techniques. It is focused on assessment rather than technique".

PRINCIPLES OF MANAGERIAL FINANCE

He is currently a professor of finance at San Diego State University, and a prolific author with over forty published articles and several textbooks, including Principles of Managerial Finance, Twelfth Edition, and Principles of Managerial Finance, Brief, Fifth Edition.

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Principles of Managerial Finance. Harper and Row, New York.

Principles of Managerial Finance. Harper and Row, New York.

PRINCIPLES OF MANAGERIAL FINANCE TWELFTH EDITION LAWRENCE J. GITMAN SAN DIEGO STATE UNIVERSITY PEARSON Prentice Hall Boston San Francisco New York

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