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Now in its 10th edition, Business Finance is an essential introduction to financial decision-making in businesses. Taking a user-friendly approach, it explores the type of investments a business should make and how they should be financed, and successfully blends the theoretical, analytical and practical aspects of finance and investments. The new edition has a strong real world focus, exploring the theories surrounding financial decision making and relating these theories to what happens in the real business world. Key features: An extensive range of up-to-date real-world examples Examination of the divergences between theory and practice Expanded explanations of complex theories Comprehensive coverage of the latest international issues Clear design and pedagogical features for enhanced readability and quick reference Visit the companion website for this book at www.pearsoned.co.uk/mclaney where you will find a variety of resources for students and lecturers alike. Business Finance is suitable for undergraduates in accounting and finance and for those on finance and financial management courses. It is also appropriate for postgraduate students with an option in accounting and finance and will be highly useful for professional accounting students. Eddie McLaney is Visiting Fellow in Accounting and Finance at the University of Plymouth.

Industry 4.0 has spread globally since its inception in 2011, now encompassing many sectors, including its diffusion in the field of financial services. By combining information technology and automation, it is now canvassing the insurance sector, which is in dire need of digital transformation. This book presents a business model of Insurance 4.0 by detailing its implementation in processes, platforms, persons, and partnerships of the insurance companies alongside looking at future developments. Filled with business cases in insurance companies and financial services, this book will be of interest to those academics and researchers of insurance, financial technology, and digital transformation, alongside executives and managers of insurance companies.

This book discusses the foundations of social and environmental accounting and highlights local differences in countries like Italy and Bulgaria. It also describes the institutional environment, which affects the development and application of environmental accounting and reporting, as a basis for evaluating current achievements and the future steps that need to be taken to develop and spread environmental accounting. The book is unique in presenting exemplary cases from different emerging and developed countries. It is a valuable resource for theorists in the field, practitioners in companies, as well as investors and other stakeholders. Moreover, it provides students with the necessary theoretical constructs, empirical studies as well as practical and managerial tools to allow for a quick orientation in the methodology, techniques and selected practices used in environmental accounting and reporting.

The Independence of Credit Rating Agencies focuses on the institutional and regulatory dynamics of these agencies, asking whether their business models give them enough independence to make viable judgments without risking their own profitability. Few have closely examined the analytical methods of credit rating agencies, even though their decisions can move markets, open or close the doors to capital, and bring down governments. The 2008 financial crisis highlighted their importance and their shortcomings, especially when they misjudged the structured financial products that precipitated the collapse of Bear Stearns and other companies. This book examines the roles played by rating agencies during the financial crisis, illuminating the differences between U.S. and European rating markets, and also considers subjects such as the history of rating agencies and the roles played by smaller agencies to present a well-rounded portrait. Reports on one of the key causes of the 2008 financial crisis: agencies that failed to understand how to analyze financial products Describes inherent business model and pricing conflicts that compromise the independence of credit rating agencies Reveals how rating agencies large and small, regulatory bodies, and vested interests interact in setting fees and policies

This book, now in its second edition, provides an in-depth overview of all segments of the structured finance business, with particular reference to market trends, deal characteristics and deal structuring. The goal is to assist readers in gaining a clear understanding of the common features of structured finance transactions. The process of deal structuring for each type of transaction is carefully analyzed, with extensively updated chapters on asset securitization, project finance, structured leasing transactions and leveraged acquisitions. In the new edition, particular attention is paid to novel areas of intervention, such as public-private partnerships and non-performing loans in the resolution of bank restructuring. Although the subject of much criticism, structured finance, when used properly, offers an effective solution to the credit crunch that many European countries are suffering and is also a way to revive a single capital market for debt instruments. Readers will find this book to be an illuminating guide to the business and to the best market practices in organizing transactions. It will be of value for BSc and MSc finance students, professionals and consultants alike.

This book analyzes the evolution of marketing and the ways in which marketing actions can be rendered more effective, before setting out a new approach to marketing, termed The Extra Step (TES) in recognition of the importance that it attributes to the final extra step in enhancing the effectiveness of marketing efforts. Readers will find clear description of the pathway from purchase to loyalty and the various means of developing customer loyalty. It is explained how the TES approach goes one step further by considering the consumer as a partner whose involvement during the production and fine tuning phase of products and services can help to increase the efficiency of customer loyalty actions implemented by companies. The theoretical analysis is supported by observations and empirical evidence relating to the concepts and benefits of the TES approach. These examples concern firms in Italy, Europe, and the United States, including insurance agencies, pharmaceutical companies and pharmacies, and food distribution companies. The TES approach is of wide relevance and especially valid for the service sector.

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