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**“Social Media  
Marketing**

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**deserves**

**special kudos**

**for its**

**courage in**

**tackling the**

**new frontier**

**of social**

**media**

**marketing.**

**This textbook**

**challenges its**

**readers to**

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grapple with  
the daunting  
task of  
understanding  
rapidly  
evolving  
social media  
and its  
users."—TAA  
Judges Panel  
Social Media  
Marketing was

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the first  
textbook to  
cover this  
vital subject.  
It shows how  
social media  
fits into and  
complements  
the marketer's  
toolbox. The  
book melds  
essential

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theory with  
practical  
application as  
it covers core  
skills such as  
strategic  
planning for  
social media  
applications,  
incorporating  
these  
platforms into

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the brand's  
marketing  
communications  
executions,  
and harnessing  
social media  
data to yield  
customer  
insights. The  
authors  
outline the  
"Four Zones"

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of social  
media that  
marketers can  
use to achieve  
their  
strategic  
objectives.

These include:

1. Community  
(e.g.  
Instagram)
2. Publishing

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(e.g. Tumblr)

3.

Entertainment

(e.g. Candy

Crush Saga) 4.

Commerce (e.g.

Groupon) This

Second Edition

contains new

examples,

industry

developments



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and academic  
research to  
help students  
remain current  
in their  
marketing  
studies, as  
well as a new  
and improved  
user-friendly  
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outlines the  
basic  
economics of  
the shadow  
banking  
system,  
highlights  
(systemic)  
risks related  
to it, and  
suggests**

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**implications  
for  
measurement  
and regulatory  
approaches.  
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unifying  
valuation  
framework, the**

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students need  
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Finance

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Objectives,  
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*and detailed  
answers to  
Practice  
Problems and End  
of Chapter  
problems.  
Saleable.  
An analysis of  
the venture  
capital process,  
from fund-  
raising through  
investing to  
exiting*

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*investments; a new edition with major revisions and six new chapters that reflect the latest research. To create a competitive advantage, a company must commit itself to developing a set of capabilities*

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*superior to its competitors; But such commitments tend to be costly and hard to reverse. How then, should a company decide which broad path, or strategy, to commit itself to? And how are competition and*

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*uncertainty to  
be accounted for  
in that  
decision? In  
this brilliant  
reassessment of  
how companies  
gain and sustain  
competitive  
advantage,  
Pankaj Ghemawat  
consolidates  
contemporary  
research in*



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*economics and other disciplines into a comprehensive yet practical framework for comparing commitments to strategically distinct options. This framework will help managers address specific*

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*strategic choices such as entry, exit, vertical/horizontal integration, capacity expansion, and innovation, as well as choices of generic strategy. Step by systematic step, Ghemawat provides*

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*managers with the tools and techniques they need to improve the quality of the choices that they make.*

*Specifically, Ghemawat discusses: \* how to identify the choices that are truly strategic -- that involve*

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*commitment --  
before rather  
than after the  
fact \* how to  
analyze the  
short-run and  
long-run  
competitive  
positions  
implied by a  
particular  
strategic option  
\* how to assess  
the*

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*sustainability  
of superior  
competitive  
positions over  
time \* how to  
account for the  
flexibility  
afforded by a  
particular  
option in  
dealing with  
future  
uncertainties \*  
how to deal with*

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*both honest  
mistakes and  
deliberate  
distortions in  
the process of  
choice This  
pathbreaking  
book will help  
managers invest  
in the future.  
Its logic  
applies to  
choices  
involving*

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*disinvestment as well as those involving investment -- and to choices that embody elements of both. Its logic can be used for diagnostic purposes, such as the valuation of business, and most broadly, it*

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*win force  
managers to  
think about  
important issues  
that they may  
have tended to  
ignore.*

*Ghemawat's  
discussion of  
these important  
ideas is  
concise, studded  
with detailed  
examples, based*



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*on rigorous  
research and,  
above all,  
practical. It  
will become  
required reading  
for thoughtful  
practitioners as  
well as practiti  
onersto-be in  
the 1990s.*

*Performance.*

*Sistemi di  
controllo. Made*

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*in Italy*

*Frequently Asked  
Questions in  
Corporate  
Finance*

*I vestiti nuovi  
dei banchieri.  
Che cosa c'è di  
sbagliato nel  
sistema bancario  
e che cosa fare  
per cambiarlo*  
*Principles of  
Corporate*

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Finance

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Toolkit*

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Psychology provides  
a clear, concise and  
engaging*

*introduction to the  
field. Covering all*

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*the major topics and  
theoretical  
perspectives, this  
exciting new book  
provides  
straightforward  
explanation of key  
terms and concepts  
in a lively and  
student-friendly  
manner. Debates  
and controversies*

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*are brought to life  
and the wider  
practical relevance  
of the subject is  
emphasised  
throughout.*

*Pedagogical  
features that appear  
across the book  
include Research  
Classic sections  
which describe*

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*classic studies,*

*Research*

*Applications boxes*

*that highlight more*

*contemporary*

*developments in*

*social psychological*

*research and their*

*practical*

*applications, Real*

*World features that*

*look at the everyday*

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*relevance of social  
psychology, and  
Literature, Film and  
TV features that  
demonstrate how  
social psychological  
concepts are dealt  
with in popular  
media. An  
international  
balance of research  
alerts students to the*

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*cross cultural  
dimensions of social  
psychology  
Essentials of Social  
Psychology is  
accompanied by  
MyPsychLab, an  
interactive online  
study resource  
designed to help  
students to  
consolidate and*



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understanding.*

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and online support  
make this an ideal  
resource for those  
studying the subject  
for the first time, or  
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general programme  
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finance costituisce  
un filone di ricerca  
riconosciuto a  
livello internazionale  
nel pi ampio novero  
di studi tendenti  
all'individuazione di  
modelli operativi  
sostenibili nel lungo  
periodo ed in grado  
di creare valore. La  
sfida attuale



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rappresentata dalla  
definizione di  
formule di business  
nelle quali  
l'eliminazione o  
minimizzazione di  
esternalità negative ai  
danni dell'ambiente  
non comporti  
rendimenti  
underperforming,  
ma piuttosto  
determini nuove  
opportunità di

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investimento. Dopo aver individuato il perimetro delle attività environment related ed averne delineato le caratteristiche peculiari, si riservato un particolare approfondimento ad alcuni comparti (produzione di energia da fonti

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rinnovabili e sistemi di efficientamento energetico) oltre a verificare le condizioni di fattibilità economico-finanziaria di determinate tipologie di investimenti. Al completamento dell'analisi condotta si indagano su strumenti e tecniche

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di finanziamento gi a  
servizio, o  
potenzialmente  
asservibili, a  
supporto degli  
impieghi  
environment related,  
evidenziando un  
fabbisogno di  
risorse finanziarie  
ancora notevole,  
abbinato ad  
opportunit di  
crescita per l'intero

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sistema economico.  
Fundamentals of  
Corporate Finance's  
applied perspective  
cements students'  
understanding of  
the modern-day core  
principles by  
equipping students  
with a problem-  
solving  
methodology and  
profiling real-life  
financial

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management  
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The Foundation of  
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Making;The Time

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Capital; Risk and the

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and Acquisitions; Co  
rporate Governance  
MARKET:

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Corporate Finance  
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Nobel-Prize-winning  
economist Paul  
Krugman argues  
that business  
leaders need to

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understand the differences between economic policy on the national and international scale and business strategy on the organizational scale. Economists deal with the closed system of a national economy, whereas executives live in the open-system

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world of business. Moreover, economists know that an economy must be run on the basis of general principles, but businesspeople are forever in search of the particular brilliant strategy. Krugman's article serves to elucidate the world of

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economics for  
businesspeople who  
are so close to it  
and yet are  
continually  
frustrated by what  
they see. Since  
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Why the book is interesting today is that it still is important and the most authoritative work on how to value financial assets. "Williams combined original theoretical concepts with enlightening and entertaining commentary based on his own

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experiences in the rough-and-tumble world of investment."

Williams' discovery was to project an estimate that offers intrinsic value and it is called the 'Dividend Discount Model' which is still used today by professional investors on the

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institutional side of  
markets.

What Explains the  
Recent Tremendous  
Growth in Private  
Equity Funds? How  
Have These Funds  
Created so Much  
Value? Can We  
Expect This Kind of  
Growth in Other  
Countries and Other  
Types of  
Investments? The

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pool of U.S. private equity funds has grown from \$5 billion in 1980 to over \$175 billion in 1999. Private equity's recent growth has outstripped that of almost every class of financial product. Whether you are an entrepreneur seeking private

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detailed industry notes-that explore the exciting and dynamic world of venture capital and buyout funds. The organization mirrors that of the venture capital/private equity process itself: \* The first part explores the raising and structuring of private equity funds,

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as well as the perspective of investors. \* The second part explores the selection, oversight, and adding value to firms-the 'heart' of the private equity cycle. \* The third part describes how private equity groups reap attractive returns

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from successful investments. \* The final section explores the emerging efforts to translate the private equity model into other settings, such as corporate venturing programs. Nel volume Performance. Sistemi di controllo. 'Made in Italy' si



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due principali  
tematiche: le  
performance  
d'impresa e i  
sistemi di controllo.  
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indagini empiriche  
che analizzano  
la corporate  
governance e le  
performance delle  
società quotate sulla  
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Milano. In tutti e tre gli studi si conclude che non esistono relazioni statisticamente 'forti' che possano correlare le variabili prese in esame con le performance economico finanziarie. Il secondo filone del volume verte sul tema: governance e

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dell'arte in tema di  
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interno in Italia e in  
India. Si presenta,  
quindi, un caso  
studio in cui si  
mostrano i vantaggi  
e i costi che il  
Gruppo Telecom  
Italia ha sostenuto  
nel 2010 per

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realizzare

l'operazione di  
acquisizione della  
partecipazione di  
maggioranza del  
Gruppo Telecom  
Argentina. Il tema  
oggetto del capitolo  
successivo è  
l'inquadramento  
dell'attività di  
revisione legale dei  
conti nel contesto  
statunitense e in

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quello italiano.

Chiude il volume il caso studio del fallimento di un'impresa del 'Made in Italy', esempio di impresa italiana non quotata che ha raggiunto il successo internazionale ma che non possedeva quei sistemi di gestione e controllo

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necessari per il  
mantenimento di  
tale successo.

How did BMW  
recover from the  
edge of bankruptcy  
to become one of  
Europe's strongest  
companies? Why  
did Saatchi and  
Saatchi's global  
strategy bring the  
company to its  
knees? Why has

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Drawing on his own business experience and on concepts in economics, legal theory, and sociology, the author presents a fresh approach to questions of business strategy. He rejects the



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military analogy which underpins much strategic thinking, in which success depends on size and share, on vision and leadership, on shifting patterns of mergers and alliances. John Kay argues that outstanding businesses derive

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their strength from a distinctive structure of relationships with employees, customers, and suppliers, and explains why continuity and stability in these relationships is essential for a flexible and co-operative response to change. By

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integrating organizational and financial perspectives on the performance of the firm, Kay not only gives insights into the creation of effective business strategies, but sheds light on the success - and failure - of national economies. As the

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single market develops, this book - full of insight and rigour, yet lively in style - is probably the most important European contribution to strategic thinking for many years. It will be vital reading for all who want to understand what distinguishes the

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successful  
company.

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emphasizes  
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material that  
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facts, and clear  
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**individuals  
make every  
day. Important  
Notice: Media  
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available in the  
ebook version.**

**Annotation  
Initial public offerings (IPOs) garnered unprecedented positive attention in the 1990s for their spectacular returns and central role in entrepreneurial activity.**

**Subsequent  
revelations of  
unscrupulous  
IPO allocation  
and promotion  
practices cast a  
less fa.**

**This text  
emphasizes a  
modern  
approach to  
microeconomics  
by integrating**

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**new topics in  
microeconomic  
theory and  
making them  
accessible to  
students. These  
topics include  
risk and  
uncertainty,  
assymmetric  
information and  
game theory.  
Traditional**

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**topics are also  
treated in a  
clear way with  
solid  
applications.  
Modifications  
have been  
made to the  
text in this  
edition, these  
include new  
information on  
the theory of**

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**the firm,  
specifically the  
coverage of  
cost, and  
examples are  
included  
throughout the  
text to  
reinforce the  
material  
presented.  
The complete  
reference guide**

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**to the hot  
technology of  
cloud  
computing Its  
potential for  
lowering IT  
costs makes  
cloud  
computing a  
major force for  
both IT vendors  
and users; it is  
expected to**



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**gain**

**momentum**

**rapidly with the  
launch of Office  
Web Apps later  
this year.**

**Because cloud  
computing  
involves**

**various**

**technologies,  
protocols,  
platforms, and**

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**infrastructure  
elements, this  
comprehensive  
reference is  
just what you  
need if you'll  
be using or  
implementing  
cloud  
computing.  
Cloud  
computing  
offers**

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**significant cost savings by eliminating upfront expenses for hardware and software; its growing popularity is expected to skyrocket when Microsoft introduces**

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**Office Web  
Apps This  
comprehensive  
guide helps  
define what  
cloud  
computing is  
and thoroughly  
explores the  
technologies,  
protocols,  
platforms and  
infrastructure**

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**that make it so  
desirable  
Covers mobile  
cloud  
computing, a  
significant area  
due to ever-  
increasing cell  
phone and  
smartphone use  
Focuses on the  
platforms and  
technologies**

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**essential to  
cloud  
computing  
Anyone  
involved with  
planning,  
implementing,  
using, or  
maintaining a  
cloud  
computing  
project will rely  
on the**

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**information in  
Cloud  
Computing  
Bible.  
Industrial  
Organization  
Shadow  
Banking  
Energy  
Derivatives**

**Pricing and Risk  
Management**

*Page 103/145*

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**Corporate  
Finance**

*This-revised  
and  
enhanced-book  
examines the  
role of finance  
in supporting  
other  
functional  
areas while  
fostering an  
understanding*



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*of how  
financial  
decisions can  
create value.  
Corporate  
Finance covers  
areas related  
to estimating  
divisional cost  
of capital;  
executing a  
financing  
strategy;*

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*establishing  
debt and  
dividend  
policies  
consistent with  
the company`s  
strategy and  
environment;  
choosing  
between  
dividends and  
stock  
repurchases;*

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*managing high  
growth and  
managing  
working  
capital. Its  
new topics  
include: -  
Corporate  
Financial  
Flexibility  
(Real options)  
- New Financial  
Instruments -*

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*Project Finance  
- Acquisitions  
and Control -  
Performance  
Measurement and  
Incentive  
Compensation*  
*The goal of  
this book is to  
provide a  
thorough  
understanding  
of how and why*

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*firms make  
their financial  
decisions the  
way they do and  
their impact on  
shareholder  
value. The  
central theme  
of the book is  
Value Based  
Management,  
which assumes  
that maximizing*

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*shareholder value is the governing objective of a firm. Each chapter of this new edition has detailed and real-life cases to help students easily understand and grasp concepts.*

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*The author has also provided the case-map of the Harvard Business School to make this book more user-friendly in classrooms. The inclusion of several new topics/cases, extensive*

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*pedagogical  
tools and a fin  
ance-for-non-  
finance  
approach make  
this book ideal  
for  
MBA/CA/CFA/ICWA  
students and  
executive  
education  
programs.*

*Computational*



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*finance is increasingly important in the financial industry, as a necessary instrument for applying theoretical models to real-world challenges.*

*Indeed, many*

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*models used in  
practice  
involve complex  
mathematical  
problems, for  
which an exact  
or a closed-  
form solution  
is not  
available.  
Consequently,  
we need to rely  
on*

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*computational  
techniques and  
specific  
numerical  
algorithms.  
This book  
combines  
theoretical  
concepts with  
practical  
implementation.  
Furthermore,  
the numerical*

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*solution of  
models is  
exploited, both  
to enhance the  
understanding  
of some  
mathematical  
and statistical  
notions, and to  
acquire sound  
programming  
skills in  
MATLAB®, which*

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*is useful for  
several other  
programming  
languages also.  
The material  
assumes the  
reader has a  
relatively  
limited  
knowledge of  
mathematics,  
probability,  
and statistics.*

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*Hence, the book  
contains a  
short  
description of  
the fundamental  
tools needed to  
address the two  
main fields of  
quantitative  
finance:  
portfolio  
selection and  
derivatives*

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*pricing. Both fields are developed here, with a particular emphasis on portfolio selection, where the author includes an overview of recent approaches. The*

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*book gradually  
takes the  
reader from a  
basic to medium  
level of  
expertise by  
using examples  
and exercises  
to simplify the  
understanding  
of complex  
models in  
finance, giving*



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*them the  
ability to  
place financial  
models in a  
computational  
setting. The  
book is ideal  
for courses  
focusing on  
quantitative  
finance, asset  
management,  
mathematical*

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*methods for  
economics and  
finance,  
investment  
banking, and  
corporate  
finance.*

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leFinanza*

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*Fondamenti*

*The definitive  
question and*

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understanding  
corporate  
finance From  
the team behind  
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finance  
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easy-to-use,  
highly  
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"question and  
answer" format.  
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students of  
corporate  
finance and  
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corporate*

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alike,  
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key questions  
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valuation,  
financial  
policy, cost of  
capital,*

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analysis, and  
financial  
management.  
Covering both  
the theory and  
practice of  
corporate  
finance, the  
book  
demonstrates  
how financial  
theory can be*

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solving  
practical  
problems. What  
advantages are  
there to a  
business  
looking to spin  
off its  
divisions into  
subsidiaries?  
Is there a  
formula that*

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determine the  
change in  
normalised free  
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possible  
reasons behind  
a share  
buyback? What  
are the pros  
and cons of off-  
market share*



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*buy-back?*

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answers to all  
of the most  
common, and not  
so common,  
questions about  
corporate  
finance, the  
book presents  
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reliable  
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una trattazione  
aggiornata dei  
principali temi  
legati alla finanza  
aziendale, con un  
continuo richiamo***

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***a situazioni e  
problemi reali.  
La disciplina dei  
finanziamenti  
infragruppo,  
introdotta con la  
riforma del diritto  
societario del 2003  
all'art.  
2497-quinquies  
c.c., si è innovata  
nel corso del  
tempo in seguito***

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***ad interventi  
normativi che  
hanno interessato  
la legge  
fallimentare e, da  
ultimo, con  
l'introduzione del  
Codice della crisi e  
della  
composizione  
negoziata per la  
soluzione della  
crisi d'impresa,***

***configurando un sistema che oscilla tra la postergazione e la prededuzione dei finanziamenti, e che induce a interrogarsi sul fondamento della disciplina e sugli interessi sottesi alla stessa. Il lavoro propone***

***una ricostruzione  
della disciplina dei  
finanziamenti  
infragruppo con  
l'obiettivo di  
individuare un  
criterio di  
valutazione della  
fattispecie che  
consenta di  
discriminare tra  
finanziamenti  
“anomali”, che***

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***perseguono  
finalità di risk-  
shifting in  
pregiudizio dei  
creditori esterni, e  
finanziamenti  
diretti a  
promuovere il  
risanamento della  
società in crisi e a  
permettere una  
migliore  
soddisfazione dei***



***creditori, che rispondono ad un principio di corretto finanziamento dell'impresa di gruppo. In una prospettiva di uso interpretativo del diritto comparato, lo studio si avvale anche dell'analisi dell'esperienza***

***statunitense in  
materia di  
equitable  
subordination,  
idonea a far  
emergere un  
approccio diverso  
al problema dei  
finanziamenti  
infragruppo, non  
meramente  
incentrato sulla  
situazione di***

***squilibrio  
patrimoniale e  
finanziario della  
società finanziata,  
ma  
sull'accertamento  
di una finalità  
abusiva del  
soggetto  
finanziatore. Lo  
studio considera,  
altresì, le  
implicazioni***

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***transnazionali  
della disciplina  
italiana dei  
finanziamenti  
infragruppo in  
relazione al caso  
in cui la fattispecie  
presenti  
collegamenti con  
una pluralità di  
ordinamenti  
statali. Il fenomeno  
del finanziamento***

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***infragruppo può  
trascendere,  
infatti, il diritto  
nazionale e  
sollevare questioni  
che, interessando  
più ordinamenti  
giuridici, possono  
originare conflitti  
di legge e di  
giurisdizione. Il  
lavoro analizza,  
quindi,***

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***l'applicazione  
nello spazio della  
disciplina italiana,  
con particolare  
riguardo all'ipotesi  
di insolvenza  
transfrontaliera,  
prendendo in  
esame  
l'ordinamento  
italiano,  
dell'Unione  
europea e***

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***statunitense, al fine di esplorare come opera in fattispecie transfrontaliere il bilanciamento degli interessi dei creditori interni ed esterni al gruppo. This book provides readers with an overview to the design of***

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***multiapplication  
smart card  
environments  
including the  
selection of a  
platform, the  
creation of  
applications and  
the logistics of  
initial deployment.  
Finanza aziendale  
1: Fondamenti  
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How Managers  
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