



Consumer Behavior: Building Marketing Strategy (Twelfth Edition)

By Amit Mookerjee, Del. I. Hawkins, David L. Mothersbaugh



McGraw Hill Education, 2014. Softcover. Book Condition: New. 5th or later edition. Consumer Behavior: Building Marketing Strategy provides students with a usable, strategic understanding of consumer behavior. The authors believe that knowledge of the factors that influence consumer behavior can, with practice, be used to develop sound marketing strategy. As a consequence, the text integrates theory, strategy-based examples, and application. Contents: PART I Overview 1. Introduction to Corporate Finance 2. Financial Statements and Cash Flow 3. Financial Statements Analysis and Financial Models PART II Valuation and Capital Budgeting 4. Discounted Cash Flow Valuation 5. Net Present Value and Other Investment Rules 6. Making Capital Investment Decisions 7. Risk Analysis, Real Options, and Capital Budgeting 8. Interest Rates and Bond Valuation 9. Stock Valuation PART III Risk 10. Risk and Return: Lessons from Market History 11. Return and Risk: The Capital Asset Pricing Model (CAPM) 12. An Alternative View of Risk and Return: The Arbitrage Pricing Theory 13. Risk, Cost of Capital, and Valuation PART IV Capital Structure and Dividend Policy 14. Efficient Capital Markets and Behavioural Challenges 15. Long-Term Financing: An Introduction 16. Capital Structure: Basic Concepts 17. Capital Structure: Limits to the Use of Debt 18. Valuation and Capital...



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