



Complementos de Gestión Financiera (Manuales de economía) (Spanish Edition)

Ramón J. Ruiz Martínez, Antonio M.^a Gil Corral

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Este libro es la continuación de otro anterior, publicado en esta misma editorial, donde se introducía al estudioso de las finanzas en la temática del cálculo financiero, la selección de activos y pasivos y otros temas que los autores consideran básicos en esta disciplina. Ahora, por el contrario, se desarrollan otros temas que, apoyándose en los anteriores, constituyen lo que podríamos llamar el cuerpo central de la dirección financiera moderna, a saber: el diagnóstico de la situación, el plan financiero o el delicado entramado de conceptos que constituye la valoración de empresas.

Asimismo, el libro aporta algo que los autores siempre echaron de menos en otros textos: la lectura que los mercados financieros hacen de toda esa información, a sabiendas de que su óptica no coincide con la tradicional de las finanzas.

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