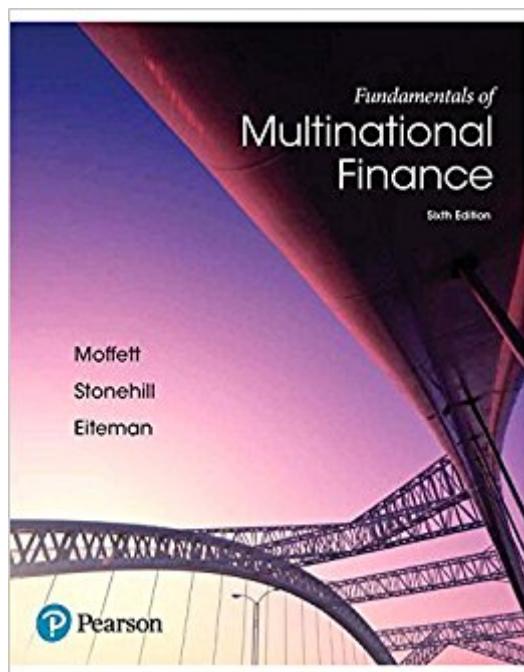


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# **Fundamentals Of Multinational Finance (6th Edition) (The Pearson Series In Finance)**



## Synopsis

For undergraduate courses in International Financial Management, International Business Finance, or International Finance. Real-world examples introduce readers to global financial management strategy. *Fundamentals of Multinational Finance* helps prepare tomorrow's business leaders to comprehend global markets and lead organizations through a constantly changing global environment. Via illuminating case studies and real-world examples, readers are introduced to the fundamental concepts and tools necessary to implement an effective global financial management strategy. The 6th Edition reflects the juxtaposed forces of an increasingly digital global marketplace and a resurgence of nationalist culture and identity. Financial forces, markets, and management are in many ways at the crux of this challenge. This edition reflects a business world trying to find a new balance between business startups like the micro-multinational, a maturing China, a separatist Britain (Brexit), and an attempt by governments globally to channel, regulate (and tax) multinational firms that continue to grow in stature and strength. Also available with MyLab Finance MyLab Finance is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

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## Customer Reviews

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David K. Eiteman is Professor Emeritus of Finance at the John E. Anderson Graduate School of Management at UCLA. He has also held teaching or research appointments at the Hong Kong University of Science & Technology, Showa Academy of Music (Japan), the National University of Singapore, Dalian University (China), the Helsinki School of Economics and Business Administration (Finland), University of Hawaii at Manoa, University of Bradford (UK), Cranfield School of Management (UK), and IDEA (Argentina). He is a former president of the International Trade and Finance Association, Society for Economics and Management in China, and Western Finance Association. Eiteman received a BBA (Business Administration) from the University of Michigan, Ann Arbor (1952), an MA (Economics) from the University of California, Berkeley (1956), and a PhD (Finance) from Northwestern University (1959). He has authored or co-authored 4 books and twenty-nine other publications. His articles have appeared in *The Journal of Finance*, *The International Trade Journal*, *Financial Analysts Journal*, *Journal of World Business*, *Management International*, *Business Horizons*, *MSU Business Topics*, *Public Utilities Fortnightly*, and others.

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