



PLANEACIÓN Y ESTRATEGIA FINANCIERA (Spanish Edition)

Eduardo Villarroel Camacho

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Esta obra presenta una cobertura completa y actualizada de temas y técnicas que se pueden emplear para la planeación financiera, reflejando los nuevos e importantes desarrollos que se han dado en el campo de las finanzas.

La obra presenta modelos de planeación financiera aplicable a distintas actividades económicas y proporciona al lector los conocimientos, técnicas, criterios y habilidades necesarias para el análisis integral de la situación económica financiera futura de una empresa.

El libro es eminentemente práctico y está diseñado para el autoaprendizaje de la materia. En su redacción se ha pretendido exponer los conceptos teóricos de la forma más clara y concreta posible, haciendo énfasis en su aplicación práctica.

Para facilitar la comprensión de la materia cada capítulo contiene una amplia colección de ejemplos y estudio de casos que ilustran distintos tipos de situaciones, así como de preguntas y problemas para su autoevaluación.

El texto recoge la experiencia profesional y experiencia docente del autor de veinticinco años.

El libro está dirigido a cursos de planeación financiera a nivel licenciatura y maestrías, así como a gerentes, directores y profesionales de ciencias empresariales.

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