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Cet ouvrage ambitieux propose une synthèse pédagogique, progressive et originale pour acquérir les bases de la finance. Rédigé sur un ton léger, humoristique et complice, le « cours » se présente de façon très progressive et didactique. Il est ponctué d'encadrés sous forme de dialogues entre un professeur et un élève imaginaires, d'exemples emblématiques, souvent issus du cinéma ou de la littérature.

Aérée, cette nouvelle édition inclut des compléments théoriques ainsi que de nouveaux exemples sans rien perdre de sa spontanéité.

Sommaire :

1. L'analyse financière 2. La valeur de l'argent au fil du temps. 3. Les choix d'investissement. 4. Le risque et la rentabilité. 5. Le coût du capital et la politique financière. 6. L'évaluation de l'entreprise. 7. La Bourse. 8. La gestion de trésorerie et la gestion des risques.

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