



Finanzas para no financieros (Spanish Edition)

By Manuel Chu Rubio



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Finanzas para no financieros muestra, de manera sencilla, los principios básicos para la comprensión de las decisiones financieras que principalmente implican riesgo y rentabilidad. Así, presenta conceptos como costo de oportunidad y valor del dinero en el tiempo, asimismo analiza diversos tópicos contables, siempre con ejemplos prácticos. Es, en suma, una estupenda introducción a la estructura del sistema financiero para ejecutivos y profesionales cuya labor diaria no son las finanzas.

En esta tercera edición, el autor presenta algunos conceptos y reportes financieros actualizados que siguen instruyendo al lector de forma didáctica.

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