



# Finanzmanagement: Grundlagen - Konzepte - Umsetzung (German Edition)

By *Richard Guserl, Helmut Pernsteiner*

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## **Editorial Review**

From the Back Cover

Das Lehrbuch "Finanzmanagement" verbindet die theoretischen Inhalte des Finanzmanagements mit den zentralen Fragestellungen aus der Praxis. Verständlich werden die finanziellen Grundlagen der Unternehmensführung aufgezeigt und die Instrumente und Konzepte des Finanzmanagements erklärt. Praxisbeispiele und Erfahrungsberichte von Top-Experten im Finanzmanagement veranschaulichen die Ausführungen.

Das Lehrbuch ist didaktisch gut strukturiert und lesefreundlich aufbereitet, so dass sich die Studierenden schnell in die Grundlagen des Finanzmanagements einarbeiten und einen aktuellen Einblick in das Finanzmanagement von Unternehmen gewinnen können.

About the Author

Helmut Pernsteiner ist Professor an der Johannes Kepler Universität Linz und leitet das Institut für betriebliche Finanzwirtschaft. Richard Guserl ist Honorarprofessor für Finanzmanagement an der Johannes Kepler Universität Linz, Unternehmensberater und vormals langjähriger CFO und Mitglied des Vorstandes der VA Technologie AG, Linz.

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