



Finance for Non-Financial Managers: An Active-Learning Approach

By Alan H. Millichamp

Cengage Learning EMEA, United Kingdom, 2001. Paperback. Book Condition: New. 3rd New edition of Revised edition. 246 x 174 mm. Language: English . Brand New Book ***** Print on Demand *****.Suitable especially for courses on which students are encouraged to be active participants in the learning process, this text offers a practical and activity-based approach to understanding finance for people who do not need to know the technicalities of finance and accounting. This revised edition has more material on service industries, the not-for-profit sector, and education and health services. There is also coverage of the Cadbury and Greenbury codes, and more exercises and assignments. The case-study approach enables students to understand the solutions as they apply to a real business, rather than just a text-book answer, and the book can be used for a multitude of purposes, depending upon teaching time, structure and, preparation time.



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