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International Financial Management is written based on two distinct parts: emphasis on the basics and emphasis on a managerial perspective. As capital markets of the world become more integrated, a solid understanding of international finance has become essential for astute corporate decision making. International Financial Management, Sixth Edition, provides students with a foundation for analysis that will serve them well in their careers ahead. The decision-making process is presented through the text with the goal of teaching students how to make informed managerial decisions in an evolving global financial landscape. International Financial Management has been completely updated with the most current data tables and statistics in the field today.

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The book provides detailed descriptions, including more than 550 mathematical formulas, for more than 150 trading strategies across a host of asset classes and trading styles. These include stocks, options, fixed income, futures, ETFs, indexes, commodities, foreign exchange, convertibles, structured assets, volatility, real estate, distressed assets, cash, cryptocurrencies, weather, energy, inflation, global macro, infrastructure, and tax arbitrage. Some strategies are based on machine learning algorithms such as artificial neural networks, Bayes, and k-nearest neighbors. The book also includes source code for illustrating out-of-sample backtesting, around 2,000 bibliographic references, and

more than 900 glossary, acronym and math definitions. The presentation is intended to be descriptive and pedagogical and of particular interest to finance practitioners, traders, researchers, academics, and business school and finance program students.

The overriding objective of Eun and Resnick's International Financial Management, 3e is to teach students how to be effective global financial managers. The text covers the fundamentals of the macroeconomic environment of international financial management, discusses the financial environment in which the multinational firm and its managers must function, and covers foreign exchange management and financial management in a multinational firm.

The Second Edition of this bestselling B2B marketing textbook offers the same accessible clarity of insight, combined with updated and engaging examples. Each chapter contains a detailed case study to further engage the reader with the topics examined. - Featuring updated case studies and a range of new examples. - Incorporating additional coverage of B2B branding and the B2B strategic marketing process, and issues of sustainability. - Extended coverage of Key Account Management - Online lecturer support including PowerPoint slides and key web links Drawing on their substantial experience of business-to-business marketing as practitioners, researchers and educators, the authors make this exciting and challenging area accessible to advanced undergraduate and to postgraduate students of marketing, management and business studies. Praise for the Second Edition: 'I found that the first edition of Brennan, Canning and McDowell's text was excellent for raising students' awareness and understanding of the most important concepts and phenomena associated with B2B marketing. The second edition should prove even more successful by using several new case studies and short 'snapshots' to illustrate possible solutions to common B2B marketing dilemmas, such as the design and delivery of business products and services, the selection of promotional tools and alternative routes to market. The new edition also deals clearly with complex issues such as inter-firm relationships and networks, e-B2B, logistics, supply chain management and B2B branding' - Michael Saren, Professor of Marketing, University of Leicester 'This textbook makes a unique contribution to business-to-business teaching: not only does it provide up-to-date cases and issues for discussion that reach to the heart of business-to-business marketing; it also brings in the latest academic debates and makes them both relevant and accessible to the readers. A fantastic addition to any library or course' - Dr Judy Zolkiewski, Senior Lecturer in Business-to-Business Marketing, Manchester Business School 'The advantage of the approach taken by Brennan and his colleagues is that this book manages to convey both the typical North American view of B2B marketing as the optimisation of a set of marketing mix variables, and the more emergent European view of B2B Marketing as being focused on the management of relationships between companies. This updated second edition sees the addition of a number of 'snapshots' in each chapter that bring the subject alive through the description of current examples, as well as some more expansive end-of-chapter case studies. It is truly a most welcome addition to the bookshelves of those students and faculty interested in this facet of marketing' - Peter Naudé, Professor of Marketing, Manchester Business School 'The strength of this text lies in the interconnection of academic theory with real world examples. Special attention has been given to the role that relationships play within the Business-to business environment, linking these to key concepts such as segmentation, targeting and marketing communications, which importantly encompasses the role personal selling as relationshipcommunications building and not just order taking. With good coverage of international cultural differences this is a valuable resource for both students of marketing and sales' - Andrew Whalley, Lecturer in Business-to-Business Marketing, Royal Holloway University of London 'The text provides an authoritative, up-to-date review of organisational strategy development

and 'firmographic' market segmentation. It provides a comprehensive literature review and empiric examples through a range of relevant case studies. The approach to strategy formulation, ethics and corporate social responsibility are especially strong' - Stuart Challinor, Lecturer in Marketing, Newcastle University 'This revised second edition offers an excellent contemporary view of Business-to-Business Marketing. Refreshingly, the text is packed with an eclectic mix of largely European case studies that make for extremely interesting reading. It is a 'must read' for any undergraduate or postgraduate Marketing student' - Dr Jonathan Wilson, Senior Lecturer, Ashcroft International Business School, Anglia Ruskin University, Cambridge

While fat sexual bodies are highly visible as vehicles for stigma, there has been a lack of scholarly research addressing this facet of contemporary body politics. *Fat Sex: New Directions in Theory and Activism* seeks to rectify this, bringing debates about fat sex into the academic arena and providing a much-needed critical space for voices from across the spectrum of theory and activism. It examines the intersection of fat, sex and sexuality within a contemporary cultural landscape that is openly hostile towards fat people and their perceived social and aesthetic transgressions. Acknowledging and engaging with some of the innovative work being done by artists, activists, and academics around the issue of fat sex, this collection both challenges preconceptions regarding fatness and sexuality, but also critiques and debates various aspects of the fat activist approach. It draws on a wide range of disciplinary perspectives, bringing together work from the UK, US, Europe, and Australia to offer a wide-ranging examination of the issues of size, sex, and sexuality. A cutting-edge exploration not only of fat sex, but of identity politics, neoliberalism and contemporary body activism in general, *Fat Sex: New Directions in Theory and Activism* will be of interest to scholars of sociology, cultural studies, geography, porn studies and literary studies working on questions of gender, sexuality and the body.

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