



Finanças corporativas: teoria e prática (Portuguese Edition)

Eduardo Luzio

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Em sua segunda edição revista e ampliada, essa obra, que se destaca por analisar a prática das Finanças Corporativas no contexto de empresas brasileiras, traz como novidades a aplicabilidade dos conceitos apresentados no cotidiano das empresas, diversos relatos pessoais, estudos de caso, exercícios, entre outros. Aqui o autor propõe soluções que podem ser adaptadas e replicadas a diversas situações corporativas e responde a questões inerentes ao assunto. Para tanto, analisa os desafios da geração (ou destruição) de valor que afetam a sustentabilidade de uma empresa e apresenta aplicações de metodologias que identificam os determinantes de seu valor: as estratégias competitivas operacionais e de financiamento e os riscos da geração de valor.

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