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PEARSON

AVAILABLE TEXTBOOKS FOR FINANCE

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This is a partial list of all the books available in our database; there are additional titles from other disciplines as well as previous editions accessible via our book-build site. **COMING SOON** titles listed here are in the process of being added to our database and may not be immediately viewable online, but are available for Fall classes. If you have any questions about including chapters from any of the following titles, please email customlibrary@pearson.com for assistance.

Berk/DeMarzo/Harford

Fundamentals of Corporate Finance, 1/e

The core concepts you expect. The new ideas you want. The pedagogy your students need to succeed. *Fundamentals of Corporate Finance's* applied perspective cements students' understanding of the **modern-day core principles** by equipping students with a problem-solving methodology and **profiling real-life financial management practices**, all within a clear valuation framework.



Welch

Corporate Finance: An Introduction

For MBA/Graduate courses in Corporate Finance, *Corporate Finance: An Introduction* presents core principles of corporate finance within a unique organizational structure that builds from perfect to imperfect markets. This unifying perspective and an example-driven presentation develop students' understanding by building from simple to complex and from concrete to theoretical.

Asset Pricing

Pennacchi
Theory of Asset Pricing, 1/e, © 2008

Corporate Finance

Berk/DeMarzo
Corporate Finance, 1/e, © 2007

Berk/DeMarzo
Corporate Finance: The Core, 1/e,
© 2009

NEW! Berk/DeMarzo/Harford
Fundamentals of Corporate Finance,
1/e, © 2009

Bodie/Merton/Cleeton
Financial Economics, 2/e, © 2009

Dorfman
*Introduction to Risk Management and
Insurance*, 9/e, © 2008

Emery/Finnerty/Stowe
Corporate Financial Management, 3/e,
© 2007

Gitman
Principles of Managerial Finance,
12/e, © 2009

Gitman
Principles of Managerial Finance Brief,
5/e, © 2009

Keown/Petty/Martin/Scott
*Foundations of Finance: The Logic and
Practice of Financial Management*, 6/e,
© 2008

Stretcher/Michael
Cases in Financial Management, 1/e,
© 2005

Weston
Cases in Dynamic Finance, 1/e, © 2002

NEW!

Welch
Corporate Finance: An Introduction,
© 2009

Derivatives

Marthinsen
*Risk Takers: Uses and Abuses of
Financial Derivatives*, 2/e, © 2009

McDonald
Fundamentals of Derivatives Markets,
1/e, © 2009

Financial Markets & Institutions

Mishkin/Eakins
Financial Markets and Institutions,
6/e, © 2009

International Finance

Bekaert/Hodrick
International Financial Management,
1/e, © 2009

Eiteman/Stonehill/Moffett
Multinational Business Finance, 11/e,
© 2007

Moffett/Stonehill/Eiteman
*Fundamentals of Multinational
Finance*, 3/e, © 2009

Solnik/McLeavey
Global Investments, 6/e, © 2009

Investments

Gitman/Joehnk
Fundamentals of Investing, 10/e,
© 2008

**COMING
SOON!** Haugen
*The New Finance: Overreaction,
Complexity and Uniqueness*, 4/e,
© 2009

Nofsinger

The Psychology of Investing, 3/e,
© 2008

Poorvu

*Creating and Growing Real Estate
Wealth: The 4 Stages to a Lifetime of
Success*, 1/e, © 2008

Money & Capital Markets

NEW!

Fabozzi/Modigliani

*Capital Markets: Institutions and
Instruments*, 4/e, © 2009

Weston

*Deal with Your Debt: The Right Way to
Manage Your Bills and Pay Off What
You Owe*, 1/e, © 2006

Personal Finance

NEW!

Frasca

Personal Finance, 6/e, © 2009

Weston

*Your Credit Score: How to Fix, Improve,
and Protect the 3-Digit Number that
Shapes Your Financial Future*, 2/e,
© 2007

Keown

*Personal Finance: Turning Money Into
Wealth*, 4/e, © 2007

Madura

Personal Finance, 3/e, © 2007

Risk Management

Rejda

*Principles of Risk Management and
Insurance*, 10/e, © 2008

Valuation

Titman/Martin

*Valuation: The Art and Science of
Corporate Investment Decisions*, 1/e,
© 2008

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Appel

*Investing with Exchange-Traded Funds
Made Easy: Higher Returns with Lower
Costs—Do It Yourself Strategies
Without Paying Fund Managers*,
1/e, © 2007

Augen

*The Volatility Edge in Options Trading:
New Technical Strategies for Investing
in Unstable Markets*, 1/e, © 2008

AVAILABLE CASES FOR FINANCE

The following cases are organized by topic. This is a partial list of available cases from PCBR that includes recently added and more popular selections. PCBR offers over 20,000 cases and articles in total, so please visit our site for additional recommendations for your specific course.

Financial Institutions and Markets

9-204-009 **The Enron Odyssey (A): The
Special Purpose of “SPEs”**
Chacko/Dharan/Strick
Case Provider: HBSP
Publication Date: 2004 (r)

9-201-037 **NetFlix.com, Inc.**
Mayfield
Case Provider: HBSP
Publication Date: 2006 (r)

9-200-007 **Long-Term Capital Management, L.P. (A)**
Perold
Case Provider: HBSP
Publication Date: 1999

- 9-201-025 **Radio One, Inc.**
Ruback/Fischer
Case Provider: HBSP
Publication Date: 2003 (r)
- 9A99A010 **ING Bank of Canada (A):
Launch of a Direct Bank**
Ryans
Case Provider: Ivey
Publication Date: 2000 (r)
- 9-699-010 **Product Development at Dell
Computer Corp.**
Thomke/Krishnan/Nimgade
Case Provider: HBSP
Publication Date: 1999 (r)
- 9-205-013 **H&R Block and “Everyday
Financial Services”**
Tufano/Schneider
Case Provider: HBSP
Publication Date: 2007 (r)
- 9-604-016 **The ITC eChoupal Initiative**
Upton/Fuller
Case Provider: HBSP
Publication Date: 2004 (r)
- Financial Management**
- 9-204-066 **Dividend Policy at Linear Technology**
Baker/Wagonfeld
Case Provider: HBSP
Publication Date: 2004 (r)
- 9-504-016 **Starbucks: Delivering
Customer Service**
Moon/Quelch
Case Provider: HBSP
Publication Date: 2006 (r)
- 9-102-072 **Customer Profitability and Customer
Relationship Management at RBC
Financial Group (Abridged)**
Narayanan/Brem
Case Provider: HBSP
Publication Date: 2007 (r)
- 9-805-019 **How Venture Capitalists Evaluate
Potential Venture Opportunities**
Roberts/Barley
Case Provider: HBSP
Publication Date: 2004 (r)
- 9-202-017 **Whirlpool Europe**
Ruback/Balachandran/Sesia
Case Provider: HBSP
Publication Date: 2003 (r)
- Financial Performance Analysis**
- 9B01N017 **Financial Performance of
Dell Computer**
Dunbar/Goldberg
Case Provider: Ivey
Publication Date: 2002
- 9-602-099 **GuestFirst Hotel (A): Customer Loyalty**
Frei/Campbell
Case Provider: HBSP
Publication Date: 2006 (r)
- A186A **Costco Wholesale Corp. Financial
Statement Analysis (A)**
McNichols/Tayan
Case Provider: HBSP
Publication Date: 2003
- 9-292-017 **Dynashears, Inc.**
Piper
Case Provider: HBSP
Publication Date: 1993 (r)

Financial Risk Management

94604 **A Framework for Risk Management**
Froot/Scharfstein/Stein
Case Provider: HBSP
Publication Date: 1994

9-296-011 **Credit General, S.A.**
Perold
Case Provider: HBSP
Publication Date: 1995

9-294-079 **Banc One Corp.: Asset and Liability Management**
Tufano/Esty
Case Provider: HBSP
Publication Date: 1994

9-294-107 **Why Manage Risk?**
Tufano/Headley
Case Provider: HBSP
Publication Date: 2001 (r)

9-299-007 **The General Motors Corp. (B): Financial Policies**
Tufano/Mullarkey/Wildern
Case Provider: HBSP
Publication Date: 1998

International Finance

9-394-060 **Conflict on a Trading Floor (A)**
Badaracco/Useem
Case Provider: HBSP
Publication Date: 2006 (r)

9-201-028 **Airbus A3XX: Developing the World's Largest Commercial Jet (A)**
Esty/Kane
Case Provider: HBSP
Publication Date: 2004 (r)

9-200-012 **The International Investor: Islamic Finance and the Equate Project**
Esty/Millett
Case Provider: HBSP
Publication Date: 2003 (r)

9-801-157 **The World Bank and Knowledge Management: The Case of the Urban Services Thematic Group**
Fulmer
Case Provider: HBSP
Publication Date: 2001

9-292-043 **Note on Foreign Currency Swaps**
Kester
Case Provider: HBSP
Publication Date: 2002 (r)

9-295-047 **Tiffany & Co.—1993**
Kester/Backstrand
Case Provider: HBSP
Publication Date: 1995 (r)

9-898-053 **Information at the World Bank: In Search of a Technology Solution (A)**
Sasser/Knoop/Valor
Case Provider: HBSP
Publication Date: 1997

9-799-131 **European Monetary Union**
Vietor/Ciminero
Case Provider: HBSP
Publication Date: 2003 (r)

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Darden Business Publishing

The collection's strengths include Finance and Strategy, Ethics and Diversity, General Management and Multimedia Cases. Darden Business Publishing designs cases to intensify the classroom learning experience.



Foreign Affairs

Foreign Affairs is more than a magazine — it is the international forum of choice for the most important new ideas, analysis, and debate on the most significant issues in the world. Its articles shape the political dialogue for months and years to come. And now educators and researchers can also benefit from *Foreign Affairs* through its partnership with Pearson Custom Library, helping teach tomorrow's leaders and thinkers.



FT Press

FT Press signs with the world's best minds, publishing high quality books on the most relevant topics. Areas of focus include General Business, Finance and Investing, Sales and Marketing, Leadership, Management and Strategy, Human Resources, Life, Science, and Global Business.



Harvard Business School Publishing

HBSP provides top-quality teaching materials including case studies; articles from the widely-respected *Harvard Business Review* and other top management journals; and HBS Press books from leading authors, along with resources to help instructors integrate them into courses.



ICMR — Center for Management Research

ICMR conducts business research, offers management consulting, and develops case studies and courseware in management. Leading business schools and universities around the world have purchased more than 200,000 individual copies of our case studies. Over 10 million copies of ICMR case studies have been printed in international textbooks, workbooks, and case study volumes.



Ivey Publishing — The Richard Ivey School of Business at The University of Western Ontario

Ivey's case studies are concise, interactive, dynamic, and participant-driven teaching tools designed to guide students through real-world examples of business issues. Students learn to analyze information, develop rational alternatives, make decisions, recommend implementation tactics in time-sensitive situations, and communicate and defend their findings, just as they would as practicing managers.

MIT Sloan Management Review

MIT Sloan Management Review

MIT Sloan Management Review aims to be the most trusted source of useful and innovative ideas for business leaders, in print and online. Published since 1959, *MIT Sloan Management Review* has been a venue for business-management innovators from MIT and elsewhere. They work closely with authors to ensure that their articles provide interpretation and analysis for practicing managers: thought-provoking strategies that offer real-world management solutions.



North American Case Research Association (NACRA)

The Case Research Journal publishes approximately 32 new, full-length cases each year in such diverse fields as business strategy and policy, accounting and finance, organizational behavior, business ethics, marketing, education, health care, engineering, and social work. Each case includes a complete teaching note, available to instructors only.



University of Notre Dame — Mendoza College of Business

The Eugene D. Fanning Center for Business Communication assists members of the Notre Dame community in achieving their academic, intellectual, and professional goals. At the heart of this mission is a concern for the individual, a focus on ethics and integrity in business, and a commitment to the advancement of the College and the University.

Notre Dame is now a leader among top-tier business schools that have made a serious commitment to the development of communication skills in its students, and the integration of those skills with management strategy and theory.



Thunderbird — The American Graduate School of International Management

Ranked number one by *U.S. News & World Report* in international business for five straight years, Thunderbird offers The Thunderbird Case Series (TCS), an official case clearinghouse for international business cases and teaching notes authored by its faculty.



Wharton School Publishing

Wharton School Publishing offers a trusted source for stimulating ideas from thought leaders who provide new mental models to address changes in strategy, management, and finance. We seek out authors from diverse disciplines with a profound understanding of change and its implications. We offer books and tools that help executives respond to the challenges of a rapidly changing global business environment.