

Scott, Foresman Presents FINANCE 1985

Introduction to Financial Management

John A. Halloran / Howard Lanser

University of Notre Dame

Value maximization as a decision criterion is integrated throughout this new text, especially in the working capital section. Also included is a complete chapter on analysis of project risk. Examples apply finance concepts to the real-life concerns of financial managers in every chapter. Accompanied by a microcomputer, floppy-disk workbook with challenging problem sets. Available Now. ©1985, 800 pages, *hardbound*.

Understanding Futures Markets

Robert W. Kolb, University of Miami

A publishing first, this text explores types of futures instruments, the workings of the market, and the role of regulation. Accessible to a wide range of readers, it places minimal mathematical demands on students and includes several helpful mathematical appendices. Chapters are devoted to such topics as stock-index futures, financial futures, and currency futures. Available Now. ©1985, 300 pages, *softbound*.

RECENTLY PUBLISHED

Essentials of Managerial Finance

John J. Pringle / Robert S. Harris

The University of North Carolina, Chapel Hill

One of the most successful new texts emphasizes the art of using financial tools, not just the science of tool manipulation. ©1984, 794 pages, *hardbound*.

Personal Finance

R. Malcolm Richards / S. Kerry Cooper / Donald R. Fraser

Texas A & M University

Emphasis is on personal finance under adversity. Strong coverage of investments, especially on decision making in an inflationary setting. ©1984, 576 pages, *hardbound*.

For further information, write Meredith Hellestrae, Department SA—JFQA
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Scott, Foresman and Company

Finance Association Meetings

Eastern Finance Association

Dates: April 24–27, 1985

Place: Williamsburg, VA, The Williamsburg Hospitality House

Deadline for program participation: November 1, 1984

Contact: Diana R. Harrington, University of Virginia, Colgate Darden Graduate School of Business Administration, Charlottesville, VA 22906.

Local arrangements: James R. Haltiner, College of William and Mary, School of Business Administration, Williamsburg, VA 23185.

French Finance Association

Dates: June 13–14, 1985

Place: Fontainebleau, France, INSEAD

Contact: Professor Gabriel Hawawini, INSEAD, Boulevard de Constance, 77305 Fontainebleau Cedex, France

Western Finance Association

Dates: June 19–22, 1985

Place: Scottsdale, AZ, Camelback Inn

Deadline for program participation: November 25, 1984

Contact: Alan Kraus, Program Chairman, University of British Columbia, Faculty of Commerce and Business Administration, Vancouver, British Columbia, Canada V6T 1Y8.

European Finance Association

Dates: August 29–31, 1985

Place: Bern, Switzerland, University of Bern

Contact: Professor Walter Wasserfallen, University of Bern, Volkswirtschaftliches Institut, Länggass-Strasse 8, 3012 Bern, Switzerland

Financial Management Association

Dates: October 10–12, 1985

Place: Denver, Colorado, The Denver Hilton

Contact: Ramon E. Johnson—The University of Utah, Vice President—1985 FMA Program, c/o Financial Management Association, College of Business Administration, University of South Florida, Tampa, FL 33620

Southern Finance Association

Dates: November 24–26, 1985

Place: Dallas, Texas, Hyatt Regency Hotel

Contact: O. Maurice Joy, President, Southern Finance Association, School of Business, University of Kansas, Lawrence, KS 66045

Southwestern Finance Association

Dates: March 12–15, 1986

Place: Dallas, Texas

Deadline for program participation: September 12, 1985.

Contact: Gary L. Trennepohl, Program Chairman, College of Business and Public Administration, University of Missouri-Columbia, Columbia, MO 65211.

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