



A Novel Introduction to Corporate Finance

By Jonathan Manley Godbey, Jason Mehl

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Many introductory Corporate Finance textbooks tout their engaging, real-world examples, but they often fail to hold students' interest. *A Novel Introduction to Corporate Finance* offers a unique, innovative, and refreshing contrast. Structured as a work of literary fiction, the book successfully uses a compelling narrative to tell the "story" of corporate finance.

Students read about struggling finance major Derek Foster, and his relationship with Eric Bensen, the CEO of Caspian Sea Drinks. Eric becomes a mentor to Derek. The two meet weekly as Eric shares the story of how Caspian Sea Drinks grew from a humble lemonade stand to a publicly traded company. Their conversations provide an engaging context in which the fundamental concepts and principles of Corporate Finance are presented, both to Derek and to the student reader.

Plot twists provide opportunities for additional examination and discussion of ethics in the corporate world. *A Novel Introduction to Corporate Finance* successfully employs fiction to provide students with a realistic, coherent view of what a corporation is, how it comes to be, and why finance plays an important role in corporate development and growth.

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A Novel Introduction to Corporate Finance By Jonathan Manley Godbey, Jason Mehl Bibliography

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