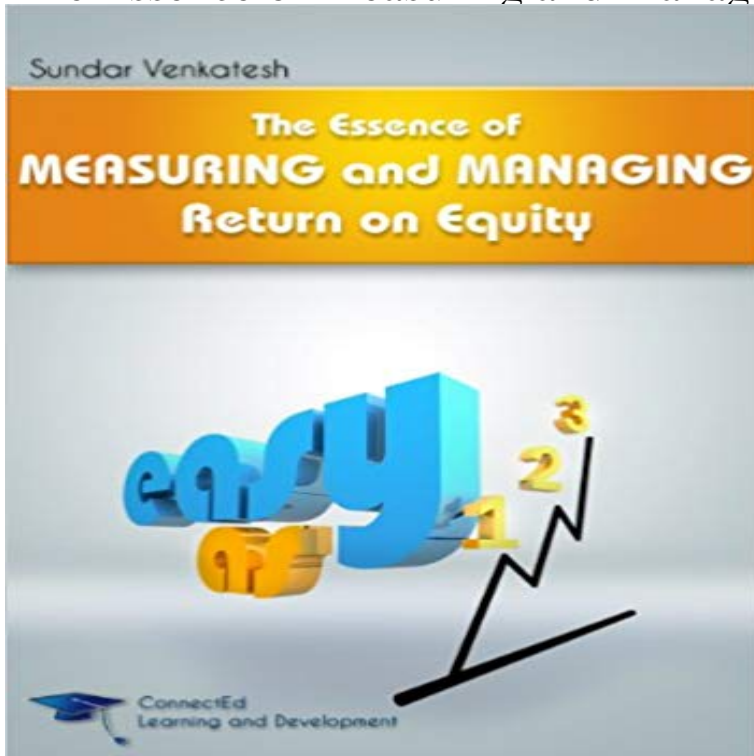


# The Essence of Measuring and Managing Return on Equity



In The Essence of Measuring and Managing Return on Equity, Professor Sundar Venkatesh, Phd, who has over 15 years of experience teaching Masters, Phds and Executive MBA programme participants from over 25 countries, provides a simple and effective approach to, what is commonly perceived as, a complex subject. This slim aid to self learning comprehensively covers principles of finance in 10 short chapters. Written in a simple language this book explains the principles and stimulates critical thinking through several Self Test Questions. It is a perfect handy-size reference for busy executives learning on the move. The topics follow an intuitively logical sequence. The treatment of the subject matter is intended to provide the big picture while paying attention to details that are necessary for a first time learner of the subject. It is ideal for business executives seeking an overview of the subject as it is for participants in MBA and Executive MBA programmes. It can be used a stand alone or as a supplement to other very detailed text books. Table of contents

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**differences between return on equity (ROE) and** Sundar Venkatesh is the author of The Essence of Measuring and Managing Return on Equity (0.0 avg rating, 0 ratings, 0 reviews, published 2011) and The E **In Measuring the Benefits of Enterprise Risk Management in** Active management involves a single manager, co-managers or a team of managers who attempt to beat the market return by actively managing a funds

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