Volume I

Section 1
Fundamental Concepts and Theories

This section opens this three-volume set with a look at Banking, Finance, and Accounting in a modern, global context. In the wake of financial distress, increased awareness of all aspects of banking and investment, however fundamental, is critical. This section investigates many of these topics, including project management, international investment, and risk analysis, among others. In the opening 15 chapters of this extensive reference source, readers will obtain a clear understanding of the fundamental concepts and theories integral to the field of Banking, Finance, and Accounting.

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This section considers risk in Banking, Finance, and Accounting, and how the human element of financial decision-making can both support and hinder the process. Ultimately, finance relies on people: the investors and professionals who make everyday decisions that have the potential to change the economies of nations. Only with careful consideration of risk, investor perceptions, and technological integration in portfolio management can international firms thrive in a global, multicultural environment. In these 16 chapters, readers will find an in-depth discussion of some of the most pressing organizational and social implications of Banking, Finance, and Accounting.

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own organization, but all organizations to which they have ties. As such, careful consideration of risk
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