

Foreword

Dear Reader!

In the large number of textbooks on (corporate) finance or financial management, this book is one of the rather thinner ones, which is intended to be expressed by the addition of „Fundamentals“ in the title.

The target groups are, on the one hand, students at universities and universities of applied sciences who want to get an introductory overview of central topics of financial management at the beginning of their studies in business and economics or who want to get such an overview in the context of technical, humanities or law studies. On the other hand, practitioners in companies, administrations and non-profit organizations should also feel addressed.

Particular emphasis is placed on an easy-to-understand text without the need for in-depth prior knowledge, a strong emphasis on real-life examples and cases, and an enormously strong reference to Austria. The latter sets the book apart from many English-language works, most of which are based on Anglo-Saxon conditions.

The book is also used as a literature basis for the course „Fundamentals of Financial Management“ within the bachelor program „International Business Administration“ at the Johannes Kepler University Linz.

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The author is grateful for suggestions for an improved new edition (e-mail address: finanzmanagement_kompakt@jku.at).

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