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Neto

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O controller é o responsável pela consolidação dos sistemas quantitativos de planejamento orçamentário, pelos

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registros fiscais e gerenciais da atividade empresarial, além dos controles internos, da análise da produtividade e lucratividade, dos sistemas de informação gerencial e segurança do patrimônio. Para o exercício da função, deverá ter capacitação gerencial

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Finanças  
e domínio de  
contabilidade  
gerencial, custos de  
produção, legislação  
fiscal, orçamento  
empresarial, análise e  
gestão de projetos, e  
métodos quantitativos  
aplicados. A obra  
Controladoria –  
Conceitos e aplicação  
para gestão  
empresarial auxilia o  
profissional nestes

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Financiamentos

relevantes da área.

Dividida em quatro

partes: Gestão do

custeio, Gestão

financeira, Gestão

orçamentária e

Gestão das normas e

controle interno,

proporciona aos seus

leitores o

conhecimento

conceitual e as

aplicações práticas

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Finanças para a  
gestão da empresa  
moderna. Por meio  
dela, o leitor será  
capaz de consolidar  
os conhecimentos  
das áreas de  
administração,  
contabilidade,  
engenharias,  
economia, entre  
outros, para o  
exercício da função  
de controller. Ao final

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da leitura será possível ter domínio das ferramentas para a coordenação dos fatores econômicos da empresa, visando a sua utilização mais racional no cumprimento dos objetivos traçados para o crescimento da organização.

This—revised and

*Page 23/72*

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enhanced—book  
examines the role of  
finance in supporting  
other functional areas  
while fostering an  
understanding of how  
financial decisions  
can create value.

Corporate Finance  
covers areas related  
to estimating  
divisional cost of  
capital; executing a  
financing strategy;



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Establishing debt and dividend policies consistent with the company's strategy and environment; choosing between dividends and stock repurchases; managing high growth and managing working capital. Its new topics include: - Corporate Financial Flexibility (Real

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Financial Instruments

- Project Finance -

Acquisitions and

Control - Performance

Measurement and

Incentive

Compensation The

goal of this book is to

provide a thorough

understanding of how

and why firms make

their financial

decisions the way

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they do and their impact on shareholder value. The central theme of the book is Value Based Management, which assumes that maximizing shareholder value is the governing objective of a firm. Each chapter of this new edition has detailed and real-life

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cases to help students easily understand and grasp concepts. The author has also provided the case-map of the Harvard Business School to make this book more user-friendly in classrooms. The inclusion of several new topics/cases, extensive pedagogical

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tools and a finance-for-non-finance approach make this book ideal for

MBA/CA/CFA/ICWA students and executive education programs.

"Created for banking and finance professionals with a desire to expand their management skillset,

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This book focuses on how banks manage assets and liabilities, set up governance structures to minimize risks, and approach such critical areas as regulatory disclosures, interest rates, and risk hedging. It was written by the experts at the world-renowned Hong Kong Institute of

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Bankers, an organization dedicated to providing the international banking community with education and training"--

This text emphasizes the financial concepts and tools that are essential for understanding fundamental business

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Financial decisions taking the stance that business can be viewed as dynamic, integrated system of funds flows which are activated by management decision. The subjects are related to the business systems concept, with creation of shareholder value seen as the ultimate goal of investment,



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operating and

financial decisions.

The illustrative

examples given are

based on a single

company in the early

chapters, so that the

results of the

analytical techniques

build into a complete

picture. This edition

places emphasis on

modern topics like

shareholder value

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creation, leasing  
versus owning, cash  
flow analysis and  
economic trade-offs.

"Este trabalho é particularmente oportuno, por examinar uma área normalmente pouco explorada na literatura, a estrutura jurídica da pós-negociação de ações,

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que nada mais é do  
que o back-office da  
negociação. Os  
aspectos legais  
envolvidos na  
operação da pós-  
negociação, cruciais  
para um bom  
entendimento do que  
ela implica para  
advogados,  
reguladores e  
operadores do  
sistema, são muito

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Financieiros bem expostos e analisados neste livro pelo Professor Valdir.

As operações estudadas englobam as realizadas no Brasil e as cross-border, por estrangeiros no Brasil ou por brasileiros no exterior. Conclui o Professor Valdir que a legislação brasileira a respeito propicia a

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segurança jurídica necessária à atividade de pós-negociação e que a BVMF está adequada às melhores normas e práticas internacionais de gerenciamento de risco. Desta forma, o mercado de capitais brasileiro apresentaria um alto grau de

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Confiabilidade e  
segurança. É portanto  
de crucial importância  
haver um  
entendimento sobre  
todos os riscos  
envolvidos em uma  
negociação, tanto na  
compra e venda em si  
quanto em tudo o que  
é necessário fazer  
para validá-la,  
garantindo-se os  
direitos das partes.

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Este livro do

Professor Valdir

examina os

importantes aspectos

legais na pós-

negociação de ações,

preenchendo lacuna

importante na

literatura brasileira a

respeito e sendo,

pois, recomendável a

todos os envolvidos,

direta ou

indiretamente, com

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ela. In Prefácio de  
Claudio L. S. Haddad  
Autor: Valdir Carlos  
Pereira Filho Doutor  
em Direito Comercial  
pela Faculdade de  
Direito da  
Universidade de São  
Paulo (FD-USP) em  
2012. Master of Laws  
– Banking and  
International Finance  
Law LLM - pela  
London School of



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Economics and  
Political Sciences  
(LSE) em 2002/2003,  
como bolsista do  
programa Chevening  
Scholarship do  
governo do Reino  
Unido. Especialista  
em Direito Mobiliário  
pela FD-USP em  
2000. Graduado em  
Direito pela FD-USP  
em 1998. Gerente de  
Ombudsman da

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BM&FBOVESPA

desde 2010.

Advogado com

experiência em

mercados financeiro e

de capitais (integrou o

Banco Itaú S/A,

Banco Safra S/A e

Companhia Brasileira

de Liquidação e

Custódia – CBLC).

Professor do

Programa de LLM em

Direito dos Fruto da

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parceria bem-sucedida e já reconhecida pelo mercado, firmada entre o Insper Instituto de Ensino e Pesquisa (Insper) e a Editora Almedina Brasil em 2010, a Coleção Insper Almedina chega a sua 4ª edição com mais seis obras de relevância nas áreas

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Societária, tributária,  
contratual e dos  
mercados financeiro e  
de capitais,  
elaboradas por alunos  
e professores dos  
programas de LL.M.  
do Insper. A Coleção  
é inaugurada pela  
tese de doutorado do  
Professor Valdir  
Pereira sobre os  
aspectos jurídicos da  
pós-negociação de

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ações, passando pela discussão sobre os chamados “valores mobiliários escriturais” e os aspectos decorrentes da internacionalização do mercado de valores mobiliários. Os demais livros da Coleção, escritos pelos alunos, tratam de diversos temas

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Jurídico-empresariais extremamente atuais e polêmicos. Antonio Garnero tratou do fundo soberano do Brasil, destacando sua natureza jurídica, sua disciplina legal e os aspectos fundamentais do tema no contexto dos demais fundos soberanos existentes no mundo. Guilherme

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Potenza, por sua vez, aborda as questões relevantes verificadas na principal fase de um processo de aquisição de uma companhia fechada, qual seja, a negociação, preparação e assinatura do contrato de compra e venda de ações (ou quotas) de empresa-alvo do

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setor sucroalcooleiro brasileiro. Já  
Alexandre Af  
Neto  
Fernanda Benemond  
trata do conceito e  
das principais  
características do  
contrato built to suit,  
traçando um  
panorama sobre  
como tal modalidade  
contratual está sendo  
tratada do ponto de  
vista jurídico no  
Brasil. A regulação



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das transferências de controle em sociedades anônimas brasileiras de capital aberto mediante oferta pública é objeto da obra de Letícia Coutinho, que destaca a importância do tema para o direito societário, em razão do atual cenário do mercado de controle acionário brasileiro. A

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e certamente não  
com menor

importância, a 2<sup>a</sup>  
edição da obra mais  
reconhecida e  
prestigiada da  
Parceria até o  
momento. Rogério  
Ramires, participante  
da primeira Coleção  
em 2010, traz uma  
revigorada e  
atualizada versão de

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sua obra acerca da  
tão discutida, mas  
pouco conhecida,  
“sociedade em conta  
de participação” e  
sua regulação no  
Direito Brasileiro,  
sempre com o foco  
prático para o  
militante na área. Já  
organizando o  
lançamento da 5<sup>a</sup>  
Coleção muito em  
breve, Insper e

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Editora Almedina

Brasil esperam que,  
com esta Coleção,  
novos e relevantes

temas sejam

apresentados a um

público cada vez mais

exigente por

qualidade, atualidade,

praticidade,

multidisciplinaridade e

objetividade nas

obras do Direito

Empresarial. Boa

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leitura a todos!"

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Technologies and  
economies, and  
sustainability and  
development and  
creating and capturing  
value from innovation  
and entrepreneurship.  
In this third edition the  
authors continue to  
adopt an explicit  
process model to help  
organise the material  
with clear links  
between innovation

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and entrepreneurship.

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seminar and  
assessment activities  
and test questions.

This book offers the first systematic investigation of the phenomenon of soft law within the framework of the EC (the first pillar of the EU), and its use by the European



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Commission and Council of Ministers. It focusses upon how soft law fits into the Community legal system, and how it is used, and, in particular, how it relates to Community legislation.

Differentiation of the Community instruments, including the instruments of soft

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law, is often thought to enhance the effectiveness, legitimacy and transparency of the Community. This book asks whether soft law indeed provides a satisfactory alternative to legislation from this perspective and, if so, in what cases and

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conditions.

Alexandre Af

Neto

Furthermore, the

author asks to what

extent the use of soft

law implies good

governance, and

throws fresh light on

this very

heterogenous

phenomenon, by

looking at frequently

used instruments in

many different areas

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of Community law, such as competition law, state aid, environment, social policy etc., in the process identifying their different characteristics, aims, functions and legal effects. What emerges is that the conditions under which soft law is used may be problematic in

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relation to increasing the legitimacy, effectiveness and transparency of Community action.

This is a work which will interest legal practitioners confronted with the use of soft law and the question of its possible legal effect in an increasing number of sectors and

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Academics interested in the vexed question of how the increased use of soft law can be justified in a Community legal order built upon the rule of law. It is also critical of developments taking place within the framework of the European Convention and the proposed

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European

Constitution, and  
goes beyond the

immediate problems

of soft law to touch

upon issues such as

competence, legal

protection, division of

powers between the

EC and the Member

States, institutional

balance, lawmaking

by the Community

Courts, the scope of

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Community legal principles and the influence of soft law on the progressive development of both Community and national law.

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