



A Novel Introduction to Corporate Finance (Revised Edition)

Jonathan 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. The format raises fascinating questions that are often overlooked in introductory courses. Students are interested in the plot and the fate of the characters, and are consequently highly motivated to understand the integrated business concepts. By following the story, students learn about topics ranging from angel investors to venture capitalists, IPO's to derivatives.

Rather than struggling to read a standard text that presents each topic separately, and often includes more material than can be successfully covered in one course, *A Novel Introduction to Corporate Finance* offers a cost-effective alternative that speaks to the power of story-telling as a valuable educational tool.

This book is ideal for Introduction to Corporate Finance and Business Finance courses. It is an excellent teaching tool for first-time instructors, who will benefit from using a story to inform each topic.

Jonathan Godbey earned his Ph.D. at the University of Georgia. He serves as the course coordinator for the introductory Finance Course at Georgia State University. Dr. Godbey is the founding editor of the *Journal of Undergraduate Research in Finance*.

Jason Mehl earned his MFA at Columbia College Chicago. He is an Assistant Professor of English at Toccoa Falls College. Previously, he served as the Athletic Director at Uganda Christian University, where he also taught writing and coached basketball.

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