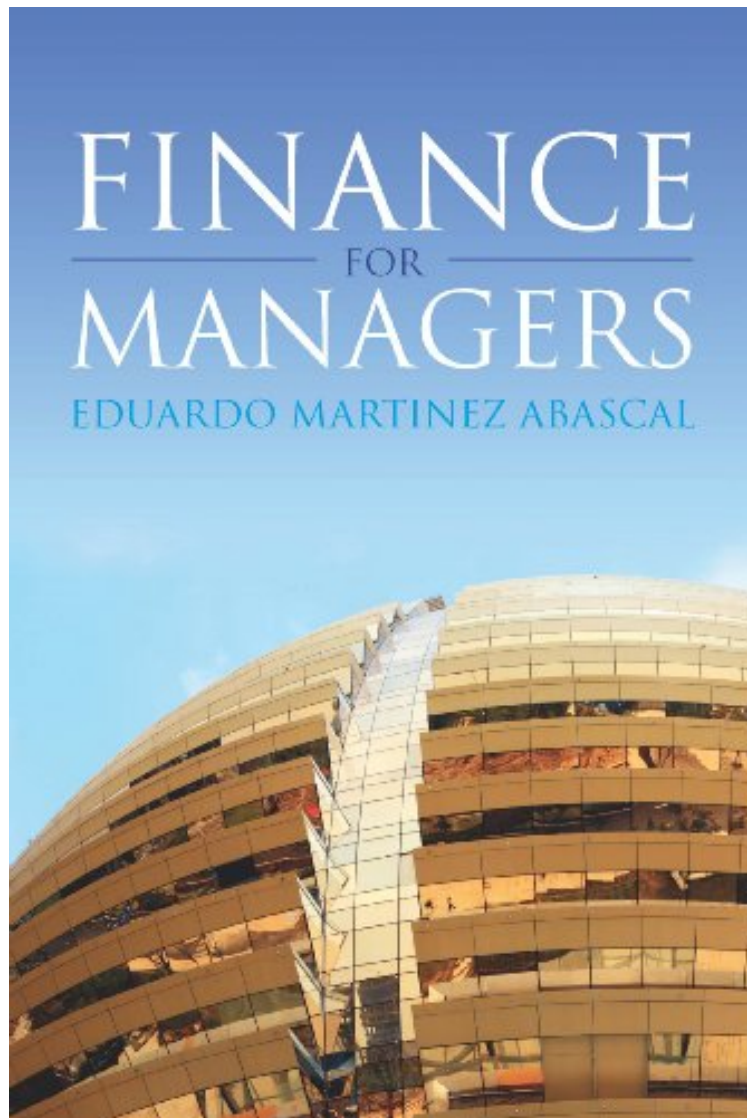


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About the Author Eduardo Martinez Abascal is Professor of Finance at IESE Business School. The content of this book is based on his teaching experience over the last twenty years in various countries including China, USA, Brazil, Mexico, Nigeria, Egypt, Germany, Spain and the UK.