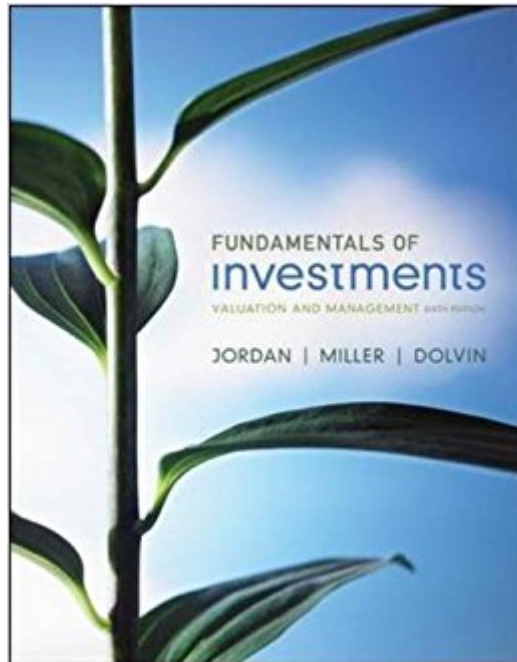




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Fundamentals Of Investments



Synopsis

"Fundamentals of Investments" was written to: focus on students as investment managers, giving them information they can act on instead of concentrating on theories and research without the proper context; offer strong, consistent pedagogy, including a balanced, unified treatment of the main types of financial investments as mirrored in the investment world; and, organize topics in a way that makes them easy to apply - whether to a portfolio simulation or to real life - and support these topics with hands-on activities. The approach of this text reflects two central ideas. First, there is a consistent focus on the student as an individual investor or investments manager. Second, a consistent, unified treatment of the four basic types of financial instruments - stocks, bonds, options, and futures - focusing on their characteristics and features, their risks and returns, and the markets in which they trade. --This text refers to an out of print or unavailable edition of this title.

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Customer Reviews

Bradford D. Jordan is Professor of Finance and Gatton Research Fellow in the Carol Martin Gatton College of Business and Economics at the University of Kentucky. He has a long-standing interest in both applied and theoretical issues in corporate finance, and has extensive experience teaching all levels of corporate finance and financial management policy. Professor Jordan has published numerous articles on issues such as cost of capital, capital structure, and the behavior of security prices. --This text refers to an out of print or unavailable edition of this title.

This is a good book to start with if you wanted to get a headstart on investment. I have this book

with me since 2011.

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good

Fast and reliable is all I have to say.

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