

Investments: Principles and Concepts (Eleventh Edition)

By Charles P. Jones

Wiley India Pvt. Ltd, 2010. Softcover. Book Condition: New. 5th or later edition. In today's economy, it's critical for investors to have a strong understanding of the strategies needed to make the best decisions. Jones arms them with the most up-to-date information in the field while offering a proper balance between investment opportunities, techniques and analytics. He includes new discussions on the rapid rise and interest in exchange-traded funds, the new NYSE-Euronext market, the merger of the NYSE and Amex, and more. Expanded coverage is also presented in behavioral finance and the bond markets. In addition, investors will benefit from the updated problems and questions that really make them think of the most effective moves before acting. ? Chapter 1 Investing is an Important Activity Worldwide. ? Chapter 2 Investment Alternatives: Generic Principles All Investors Must Know. ? Chapter 3 Indirect Investing: A Global Activity. ? Chapter 4 Securities Markets Matter to All Investors. ? Chapter 5 All Financial Markets Have Regulations and Trading Practices. ? Chapter 6 Return and Risk: The Foundation of Investing Worldwide. ? Chapter 7 Portfolio Theory is Universal. ? Chapter 8 Portfolio Selection for All Investors. ? Chapter 9 Asset Principles. ? Chapter 10...



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