



The Long and the Short of It (International edition) : A guide to finance and investment for normally intelligent people who aren't in the industry

By John Kay

Profile Books Dez 2016, 2016. Taschenbuch. Condition: Neu. Neuware - This book provides a guide to the complexities of modern finance. Leading economist and hugely successful investor John Kay uses his academic credentials and practical experience to lay out the key principles of investment with characteristic clarity and dry humour. This is the only book about finance and investment anyone needs, and the one book they must have. A clear and practical guide to investment. 304 pp. Englisch.



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