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Investments: Analysis And Management, 12th Edition



Synopsis

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.

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Customer Reviews

Good book for foundational learning

Good book that explains well. Only problem though is the end of chapter questions. They almost never can be answered with the information provided in its corresponding chapter.

Great book. Easy to understand for people that are learning this subject for the first time. Very informative and helpful. Definitely recommend it. Bought it for an intro to markets class.

Provides you with a good base of the necessary tools and instruments used in financial analysis. Chapters had clear examples and everything was explained in a straightforward manner...Nothing crazy special. All in all a good textbook.

Giving more knowledge from basics in investments...

This book is very helpful for my class

It is a college text book

This books gives you a lot of informative information about investing and what you should do with your money and why. I am in class right now using this book and also purchased The Neatest Little Guide to Stock Market Investment by Jason Kelly. The two books we use with the [...] website and has helped greatly to give me a great understanding of all the information. This book on its own can be confusing if you don't have a back ground in finances of the stock market, my background is in real estate and mortgages so those areas are easy for me. I would recommend this book and if you have a college class I recommend the above book and the website they are all great tools to gain you the knowledge needed in investing and preparing a successful portfolio.

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