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Fundamentals of Investing, Global Edition (Paperback)

By Scott B. Smart, Lawrence J. Gitman, Michael D. Joehnk

Pearson Education Limited, United Kingdom, 2016. Paperback. Condition: New. 13th edition. Language: English . Brand New Book. For undergraduate courses in Investments. The Core Concepts and Tools Students Need to Make Informed Investment Decisions Fundamentals of Investing helps students make informed investment decisions by providing a solid foundation of core concepts and tools. Smart/Gitman/Joehnk use practical, hands-on applications to introduce the topics and techniques used by both personal investors and money managers. The authors integrate a consistent framework based on learning goals to keep students focused in each chapter. Students leave the course with the necessary information for developing, implementing, and monitoring a successful investment program. The Thirteenth Edition uses a conversational tone to make the foreign language, concepts, and strategies of investing accessible to a student audience. With the help of examples throughout, students learn to make informed decisions in order to achieve investment goals. The book focuses on both individual securities and portfolios, teaching students to consider the risk and return of different types of investments and how to use this knowledge to develop, implement, and monitor goals. MyFinanceLab (TM) not included. Students, if MyFinanceLab is a recommended/mandatory component of the course, please ask your instructor for the...



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