

<<Essentials of Invest>>

图书基本信息

书名：<<Essentials of Investments. 5th ed.投资基础>>

13位ISBN编号：9780071232296

10位ISBN编号：007123229X

出版时间：1970-1

出版时间：Oversea Publishing House

作者：本社 编

页数：753

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<Essentials of Invest>>

内容概要

Open the pages of the Fifth Edition of Essentials of Investments and you will clearly understand that the author team of Zvi Bodie, Alex Kane, and Alan Marcus is committed to providing you the material you need to understand today's investment environment.

书籍目录

Part ONE eLEMENTS OF iNVESTMENTS 1 Investments: Background and Issues 2 Global Financial Instruments 3 How Securities Are Traded \$8 4 Mutual Funds and Other Investment CompaniesPart TWO pORTFOLIO tHEORY 5 Risk and Return: Past and Prologue 6 Efficient Diversification 7 Capital Asset Pricing and Arbitrage Pricing Theory 8 The Efficient Market HypothesisPart Three Debt Securities 9 Bond Prices and Yields 10 Managing Bond PortfoliosPart FOUR Security Analysis 11 Macroeconomic and Industry Analysis 12 Equity Valuation 13 Financial Statement Analysis Part Five Derivative Markets 14 Options Markets 15 Option Valuation 16 Futures MarketsPart SIX Active Investment Management 17 Investors and the Investment Process 18 Taxes, Inflation, and Investment Strategy 19 Behavioral Finance and Technical Analysis 20 Performance Evaluation and Active Portfolio Management 21 International InvestingAppendix A References B References to CFA QuestionsIndex 1-1

<<Essentials of Invest>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>