

<<(标准普尔投资指南) S&P'S G>>

图书基本信息

书名：<<(标准普尔投资指南) S&P'S GUIDE TO MONEY AND INVESTING>>

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## 内容概要

First in a new series based on information from Standard & Poor ' s—the leading financial information organization—Standard & Poor ' s Guide to Money & Investing demystifies the world of stocks, bonds, mutual funds, futures, and options, empowering you to make informed investment decisions, measure your performance, and evaluate the risks and rewards. Completely up-to-date to reflect significant changes in investing due to new technologies and the Internet, this concise, easy-to-read guide explains how to understand the markets, evaluate companies, and spot trends to invest for success. Also covered are forces driving the economy and the roles of institutions from the Federal Reserve to multinational banks to the stock exchanges.

书籍目录

MONEY&MARKETS Understanding Capital Markets Raising Capital Market Regulation The Role of the SEC Self-Regulation Global Capital Markets The World of Money International Investing Trading Around the Clock The Banking System The Federal Reserve System Controlling the Money Flow The Economic Cycle  
STOCKS Stock: Sharing a Corporation Public and Private Companies Initial Public Offerings The Right to Vote The Stock Markets Trading on a Traditional Market Trading on an Electronic Market The Value of Stock Market Cycles Fundamental and Technical Analysis Evaluating Companies Choosing Stocks Finding Research Stock Tables and Tickers Buying and Selling Stock Buying on Margin Selling Short Clearance and Settlement  
BONDS Bonds: Financing the Future The Language of Bonds Figuring a Bond's Worth Securitization Rating Bonds Bond Prices Corporate Bonds Municipal Bonds US Treasury Issues Agency Bonds Bond Variations Buying and Selling Bonds The World of Bonds  
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