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MP Fundamentals Of Investments With Stock-Trak Card



Synopsis

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Fundamentals of Investments focuses on students as investment managers, giving them information to act on by placing theory and research in the proper context. The text offers a balanced, unified treatment of the four main types of financial investments—stocks, bonds, options, and futures. Topics are organized in a way that makes them easy to apply—whether to a portfolio simulation or to real life—and supported with hands-on activities. Then, resources within Connect help students solve financial problems and apply what they’ve learned. Jordan’s managerial perspective and superior pedagogy combine with a complete digital solution to help students achieve higher outcomes in the course. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

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Customer Reviews

Bradford D. Jordan is Professor of Finance and holder of the Richard W. and Janis H. Furst Endowed Chair in Finance at the University of Kentucky. He has a longstanding interest in both applied and theoretical issues in corporate finance and has extensive experience teaching all levels of corporate finance and financial management policy.

Pretty solid information. Very easy to understand, and it will help you in real-life investment situations.

Great book! Exactly what I was looking for!

Needed it for school and it was a great price

Useful

Great!

Good book

Saved me a ton of money. Thanks!

Great Book and excellent

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