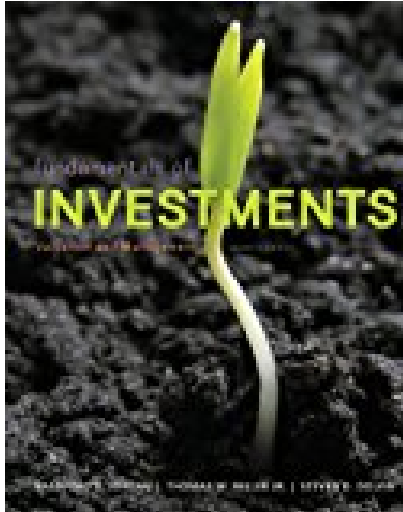


Fundamentals of Investment with Stock-Trak card + Connect Access Card



BOOK DETAILS

- Author : Bradford Jordan
- Pages : 708 Pages
- Publisher : McGraw-Hill Education
- Language : English
- ISBN : 1259285286



BOOK SYNOPSIS

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.

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