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Knowing what to do with your money is more important than ever. Billingsley/Gitman/Joehnk's market-leading PERSONAL FINANCIAL PLANNING, 14E, provides the tools, techniques, and understanding you need to define and achieve your financial goals. You will find the numerous practical examples, illustrations, and reliance on common sense that is engaging and refreshingly concrete. Features such as You Can Do It Now, the Financial Impact of Personal Choices, Financial Fact or Fantasy, Financial Planning Tips, Financial Road

Signs, and Behavior Matters keep the material relevant and vital to facing a life time of important personal financial decisions. The 14th edition is packed with information relevant to you--for example, changing spending habits for the better, knowing the right questions to ask a financial adviser, using tips on budgeting and planning for retirement, knowing what to look for when choosing a bank, knowing whether to buy or lease a car, knowing what's important when buying your first home, and choosing the right credit card. All-new features teach you to use today's

critical financial tools and technology, including financial planning software. CFP practice questions provide valuable practice. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Behavioral Corporate Finance provides instructors with a comprehensive pedagogical approach for teaching students how behavioral concepts apply to corporate finance. The primary goal is to identify the key psychological obstacles to value maximizing behavior, along with steps that ma-

nagers can take to mitigate the effects of these obstacles.

For undergraduate courses in Investments. The core concepts and tools readers need to make informed investment decisions. *Fundamentals of Investing* helps individuals make informed investment decisions by providing a solid foundation of core concepts and tools. Smart, Gitman, and 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 readers focused in each chapter. Readers leave with the necessary information for developing, implementing, and monitoring a successful investment program. The 13th Edition uses a conversational tone to make the foreign language, concepts, and strategies of investing accessible to readers. With the help of examples throughout, readers learn to make informed decisions in order to achieve investment goals. The book focuses on both individual securities and portfolios, teaching readers to consider the risk and return of different types of investments and how to use this knowledge

to develop, implement, and monitor goals. Also available with MyLab Finance MyLab™ Finance is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. *Fundamentals of Investing*, 13th Edition is also available via Revel™, an interactive learning environment that enables students to read, practice, and study in one continuous experience. Learn more. NOTE: You are purchasing a standalone product; MyLab Finance does not come packaged with this content. If you would like to purchase both the physical text and MyLab Finance search for: 013440839X / 9780134408392 *Fundamentals of Investing Plus MyLab Finance with Pearson eText -- Access Card Package* consists of: 013408330X / 9780134083308 *Fundamentals of Investing* 0134083938 / 9780134083933 *MyLab Finance with Pearson eText -- Access Card -- for Fundamentals of Investing* *Fundamentals of Investing*, 8th edition re-

mains a current and pertinent text, reflecting the realities of today's changing investment environment while meeting the needs of professors and students in the first course in investments. With focused and refined coverage of all important topics, the eighth edition will be the most vibrant and cutting edge to date. The integration of the internet, pedagogically sound use of four-color, new information on investing on-line, and cutting edge technology combine to meet the needs of students and professors, who are learning and teaching in a technological world.

This three-volume book highlights significant advances in the development of new information systems technologies and architectures. Further, it helps readers solve specific research and analytical problems and glean useful knowledge and business value from data. Each chapter provides an analysis of a specific technical problem, followed by a numerical analysis, simulation, and implementation of the solution to the real-world problem. Managing an organization, especially in today's rapidly changing environment, is a highly complex process. Increased competition in the marketplace,

especially as a result of the massive and successful entry of foreign businesses into domestic markets, changes in consumer behaviour, and broader access to new technologies and information, calls for organisational restructuring and the introduction and modification of management methods using the latest scientific advances. This situation has prompted various decision-making bodies to introduce computer modelling of organization management systems. This book presents the peer-reviewed proceedings of the 40th Anniversary International Conference “Information Systems Architecture and Technology” (ISAT), held on September 15–17, 2019, in Wrocław, Poland. The conference was organised by the Computer Science Department, Faculty of Computer Science and Management, Wrocław University of Sciences and Technology, and University of Applied Sciences in Nysa, Poland. The papers have been grouped into three major sections: Part I—discusses topics including, but not limited to, artificial intelligence methods, knowledge discovery and data mining, big data, knowledge-based management, Internet of Things, cloud computing and high-performance comput-

ing, distributed computer systems, content delivery networks, and service-oriented computing. Part II—addresses various topics, such as system modelling for control, recognition and decision support, mathematical modelling in computer system design, service-oriented systems, and cloud computing, and complex process modelling. Part III—focuses on a number of themes, like knowledge-based management, modelling of financial and investment decisions, modelling of managerial decisions, production systems management, and maintenance, risk management, small business management, and theories and models of innovation.

This book is the second of the two volumes featuring selected articles from the 14th Eurasia Business and Economics conference held in Barcelona, Spain, in October 2014. Peer-reviewed articles in this second volume present latest research findings and breakthroughs in the areas of General Management, Human Resource Management, Marketing, SMEs, and Entrepreneurship. The contributors are both distinguished and young scholars from different parts of the World.

Fundamentals of Investments is aimed at

the introductory investments class with students who have relatively little familiarity with investments. The text is written in a relaxed, informal style that engages the student and treats him or her as an active participant rather than a passive information absorber. Fundamentals appeals to intuition and basic principles whenever possible because the authors found that this approach effectively promotes understanding. The text also makes extensive use of examples, drawing on material from the world around us and using familiar companies wherever appropriate. Throughout, the text strikes a balance by introducing and covering the essentials while leaving some of the details to follow-up courses. Topics are organized in a way that would make them easy to apply—whether to a portfolio simulation or to real life—and support these topics with hands-on activities. This ninth edition provides a terrific framework and introduction for students looking to pursue a career in investments—particularly for those interested in eventually holding the CFA charter.

This publication offers a synthesis of the theoretical and empirical literature primarily on mutual funds but also discusses relat-

ed investment vehicles, especially ETFs. Noted scholars and practitioners write chapters in their areas of expertise.

Discover an insightful examination of the property investment appraisal process from leaders in the industry. This book explains the process of property investment appraisal: the process of estimating both the most likely selling price (market value) and the worth of property investments to individuals or groups of investors (investment value). Valuations are important. They are used as a surrogate for transactions in the measurement of investment performance and they influence investors and other market operators when transacting property. Valuations need to be trusted by their clients and valuers need to produce rational and objective solutions. Appraisals of worth are even more important, as they help to determine the prices that should be paid for assets, even in times of crisis, and they can indicate market under- or over-pricing. In a style that makes the theory as well as the practice of valuation accessible to students and practitioners, the authors provide a valuable critique of conventional valuation methods and argue

for the adoption of more contemporary cash-flow methods. They explain how such valuation models are constructed and give useful examples throughout. They also show how these contemporary cash-flow methods connect market valuations with rational appraisals. The UK property investment market has been through periods of both boom and bust since the first edition of this text was produced in 1988. As a result, the book includes examples generated by vastly different market states. Complex reversions, over-rented properties and leaseholds are all fully examined by the authors. This Fourth Edition includes new material throughout, including brand new chapters on development appraisals and bank lending valuations, heavily revised sections on discounted cash flow models with extended examples, and on the measurement and analysis of risk at an individual property asset level. The heart of the book remains the critical examination of market valuation models, which no other book addresses in such detail.

The subject matter for this edition of Investments has evolved considerably since 1978 when the first edition was published.

For example, in the last several years international investing has expanded rapidly, securities such as swaps and mortgage derivatives have become increasingly popular, and investors have placed much more emphasis on investment styles. The task of the authors has been to keep Investments fresh and stimulating and to continue the tradition of this text to offer students and instructors the most thorough and most current survey of the investment environment.

Financial Trading and Investing, Second Edition, delivers the most current information on trading and market microstructure for undergraduate and master's students. Without demanding a background in econometrics, it explores alternative markets and highlights recent regulatory developments, implementations, institutions and debates. New explanations of controversial trading tactics (and blunders), such as high-frequency trading, dark liquidity pools, fat fingers, insider trading, and flash orders emphasize links between the history of financial regulation and events in financial markets. New sections on valuation and hedging techniques, particularly with respect to fixed income and deriva-

tives markets, accompany updated regulatory information. In addition, new case studies and additional exercises are included on a website that has been revised, expanded and updated. Combining theory and application, the book provides the only up-to-date, practical beginner's introduction to today's investment tools and markets. Concentrates on trading, trading institutions, markets and the institutions that facilitate and regulate trading activities. Introduces foundational topics relating to trading and securities markets, including auctions, market microstructure, the roles of information and inventories, behavioral finance, market efficiency, risk, arbitrage, trading technology, trading regulation and ECNs. Covers market and technology advances and innovations, such as execution algo trading, Designated Market Makers (DMMs), Supplemental Liquidity Providers (SLPs), and the Super Display Book system (SDBK).

The core concepts and tools students need to make informed investment decisions. Fundamentals of Investing helps students make informed investment decisions in their personal and professional lives by providing a solid foundation of core con-

cepts and tools. Gitman/Joehnk/Smart 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 on what is most important in each chapter. Students leave the course with the necessary information for developing, implementing, and monitoring a successful investment program. The eleventh edition addresses the current financial crisis and the impact it has made on the markets.

With case studies and illustrations, this text explains key financial topics such as financial statements, break-even analysis, working capital management, and time value of money. This edition includes more information on small business administration programs, financing options, succession planning and retirement programs. As an asset class, commodities are now as important as stocks and bonds – and with rapid growth in demand, profit opportunities in commodities are larger than ever. But today's computer-driven markets are volatile and chaotic. Fortunately, you can

profit consistently – and this tutorial will show you how. Building on more than 30 years of market success, George Kleinman introduces powerful trend-based techniques for consistently trading in your “sweet spot” for profits. Kleinman reveals exactly how the commodities markets have changed – and how you can use consistent discipline to avoid “shark-infested waters” and manage the market's most dangerous risks. Ideal for every beginning-to-intermediate level trader, speculator, and investor, this guide begins with the absolute basics, and takes you all the way to highly-sophisticated strategies. You'll discover how futures and options trading work today, how trading psychology impacts commodity markets even in an age of high-frequency computer trading, and how to avoid the latest pitfalls. Kleinman offers extensively updated coverage of electronic trading, today's contracts, and advanced trading techniques – including his exclusive, powerful Pivot Indicator approach. Three previous editions of this tutorial have become international best-sellers. But the game has changed. Win it the way it's played right now, with Trading Commodities and Financial Futures, Fourth

Edition .

Finance is the study of value and how it is determined. Individuals, small businesses and corporations regularly make use of value determinations for making strategic decisions that affect the future outcomes of their endeavors. The importance of accurate valuations cannot be overestimated; valuing assets too highly will lead to investing in assets whose costs are greater than their returns, while undervaluing assets will lead to missed opportunities for growth. In some situations (such as a merger or an acquisition), the outcome of the decision can make or break the investor. The need for solid financial skills has never been more pressing than in today's global economy. The Fundamental Principles of Finance offers a new and innovative approach to financial theory. The book introduces three fundamental principles of finance that flow throughout the theoretical material covered in most corporate finance textbooks. These fundamental principles are developed in their own chapter of the book, then referred to in each chapter introducing financial theory. In this way, the theory is able to be mastered at a fundamental level. The interactions

among the principles are introduced through the three precepts, which help show the impact of the three principles on financial decision-making. This fresh and original approach to finance will be key reading for undergraduate students of introduction to finance, corporate finance, capital markets, financial management and related courses, as well as managers undertaking MBAs.

This jargon-free resource explains the who, what, why, and where of contemporary personal finance in simple, easy-to-grasp language, covering the key people, events, terms, tools, policies, and products that make up modern money management.

- Supplies accessible, comprehensive financial information that explains complex topics in simple language
- Shows the relationship between personal finance and everyday life, from renting an apartment to saving for retirement
- Answers a wide variety of personal finance questions
- Provides a resource suitable for both personal and scholarly use

Merging theory and practice into a comprehensive, highly-anticipated text Corporate Finance continues its legacy as one of the

most popular financial textbooks, with well-established content from a diverse and highly respected author team. Unique in its features, this valuable text blends theory and practice with a direct, succinct style and commonsense presentation. Readers will be introduced to concepts in a situational framework, followed by a detailed discussion of techniques and tools. This latest edition includes new information on venture finance and debt structuring, and has been updated throughout with the most recent statistical tables. The companion website provides statistics, graphs, charts, articles, computer models, and classroom tools, and the free monthly newsletter keeps readers up to date on the latest happenings in the field. The authors have generously made themselves available for questions, promising an answer in seventy-two hours. Emphasizing how key concepts relate to real-world situations is what makes Corporate Finance a valuable reference with real relevance to the professional and student alike. Readers will gain insight into the methods and tools that shape the industry, allowing them to: Analyze investments with regard to hurdle rates, cash flows, side costs, and more

Delve into the financing process and learn the tools and techniques of valuation Understand cash dividends and buybacks, spinoffs, and divestitures Explore the link between valuation and corporate finance As the global economy begins to recover, access to the most current information and statistics will be required. To remain relevant in the evolving financial environment, practitioners will need a deep understanding of the mechanisms at work. Corporate Finance provides the expert guidance and detailed explanations for those requiring a strong foundational knowledge, as well as more advanced corporate finance professionals.

“What are the best investments for me?”... “What about risk?”... “Do I need professional help with my investments and can I afford it?” Mastering the language, concepts, vehicles and strategies of investing can be challenging. Fundamentals of Investing shows how to make informed investment decisions, understand the risks inherent in investing and how to confidently shape a sound investment strategy. Fundamentals of Investing 3rd edition is completely updated and introduces core concepts and tools used by Australian inves-

tors, providing a firm understanding of the fundamental principles of investments. Focusing on both individual securities and portfolios, students learn how to develop, implement and monitor investment goals after considering the risk and return of both markets and investment vehicles. Fundamentals of Investing is suitable for introductory investments courses offered at university undergraduate or post-graduate level, as well as colleges, professional certification programs and continuing education courses.

Book focuses on assessment the resource potential of enterprises during martial law, the analysis of migration flows in the middle of the country and abroad, the volume of food exports, marketing and logistics system. The research results have been implemented in the different decision-making models during martial law, information and economic security management, formation of personnel potential and assets of enterprises, food, energy and environmental security management, use of budgetary levers and financial instruments. The results of the study can be used in the developing of directions, programs and strategies for the post-war recovery of

Ukraine’s economy and the attraction of foreign investments in the regions, decision-making at the level of ministries and agencies that regulate security management processes. The results can also be used by students and young scientists in the educational process and conducting scientific research on the problems of ensuring the country’s security.

Revised edition of Fundamentals of investing, [2017]

A comprehensive four-volume resource that explains more than 800 topics within the foundations of economics, macroeconomics, microeconomics, and global economics, all presented in an easy-to-read format. • Provides readers with a comprehensive one-stop reference source on the subject of economics that serves as an easy-to-read "textbook" • Presents more than 800 entries in four books that address economics foundations, macroeconomics, microeconomics, and global economics as well as a glossary and a documents section • Spotlights the concepts, movements, events, people, organizations, places, and objects relevant to the study of economics at the macro, micro, and

global levels • Includes excerpts from key court and legislative documents that influenced the U.S. economy

This text is an unbound, three hole punched version. In an every-changing financial market, Charles Jones and Gerald Jensens' Investments remains one of the most readable and comprehensive investments texts. Students can count on the new 13th Edition for clarity, currency, and balance. An effective organizational structure and essentials approach, important analytical methods, and finance concepts are presented at a level that individuals of all investments backgrounds can master.

The American Journal of Islamic Social Sciences (AJISS), established in 1984, is a quarterly, double blind peer-reviewed and interdisciplinary journal, published by the International Institute of Islamic Thought (IIIT), and distributed worldwide. The journal showcases a wide variety of scholarly research on all facets of Islam and the Muslim world including subjects such as anthropology, history, philosophy and metaphysics, politics, psychology, religious law, and traditional Islam.

The core concepts and tools students need to make informed investment decisions.

Fundamentals of Investing helps students make informed investment decisions in their personal and professional lives by providing a solid foundation of core concepts and tools. Gitman/Joehnk/Smart 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 on what is most important in each chapter. Students leave the course with the necessary information for developing, implementing, and monitoring a successful investment program.

Intended primarily for undergraduate college/university courses in investments, this text also provides practical content to current and aspiring industry professionals. Fundamentals of Investing helps readers make informed investment decisions in their personal and professional lives 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 readers focused on what is most important in each chapter. Readers will gain the necessary information for developing, implementing, and monitoring a successful investment program. To order Fundamentals of Investing, 12e, with MyFinanceLab, use the following ISBN: 0133423948 / 9780133423945 Fundamentals of Investing, 12e, Plus NEW MyFinanceLab with Pearson eText -- Access Card Package consists of: 0133075354 / 9780133075359 Fundamentals of Investing, 12e, 0133079023 / 9780133079029 NEW MyFinanceLab with Pearson eText -- Access Card -- for Fundamentals of Investing, 12e, Judging by the sheer number of papers reviewed in this Handbook, the empirical analysis of firms' financing and investment decisions—empirical corporate finance—has become a dominant field in financial economics. The growing interest in everything “corporate is fueled by a healthy combination of fundamental theoretical developments and recent widespread access to large transactional data bases. A less scientific—but nevertheless important—source of inspiration is a growing awareness of the important social impli-

cations of corporate behavior and governance. This Handbook takes stock of the main empirical findings to date across an unprecedented spectrum of corporate finance issues, ranging from econometric methodology, to raising capital and capital structure choice, and to managerial incentives and corporate investment behavior. The surveys are written by leading empirical researchers that remain active in their respective areas of interest. With few exceptions, the writing style makes the chapters accessible to industry practitioners. For doctoral students and seasoned academics, the surveys offer dense roadmaps into the empirical research landscape and provide suggestions for future work. *The Handbooks in Finance series offers a broad group of outstanding volumes in various areas of finance *Each individual volume in the series should present an accurate self-contained survey of a sub-field of finance *The series is international in scope with contributions from field leaders the world over

This introduction provides a clear framework for understanding and analyzing securities, and covers the major institutional features and theories of investing. While

the book presents a thorough discussion of investments, the authors keep the material practical, relevant, and easy to understand. The latest developments in investments are brought to life through the use of tables, graphs, and illustrations that incorporate current market information and academic research. An international content deals directly with international securities and securities markets throughout the book--along with currency management and interest rate parity. Up-to-date "Money Matters" articles reflect the latest real-world developments and are provided throughout each chapter to give readers a sense of how practitioners deal with various investment issues and use techniques. Other coverage includes an array of investment tools--presented through discussions on stocks, bonds, and other securities such as options and futures. A guide to reviewing, forecasting, and monitoring--for individuals preparing to make investments or take the CFA exam.

The purpose of this book is to present the principles of alternative investments in management. The individual chapters provide a detailed analysis of various classes of alternative investments on the financial mar-

ket. Despite many different definitions of alternative investments, it can be assumed that a classical approach to alternative investments includes hedge funds, fund of funds (FOF), managed accounts, structured products and private equity/venture capital. Alternative investment in keeping with this broad definition is the subject of consideration here. The theoretical part of each chapter is meant to collect, systematize and deepen readers' understanding of a given investment category, while the practical part of each focuses on an analysis of the current state of development of alternative investments on the global market and outlines the prospects of future market development. This book will be a valuable tool for scholars, practitioners and policy-makers alike.

Designed for undergraduates, this updated text focuses on presenting a balance of theory and applications. It provides a survey of important areas of investments, including: valuation, the marketplace, fixed income instruments and markets, and equity instruments and markets.

NOTE: This edition features the same content as the traditional text in a convenient,

three-hole-punched, loose-leaf version. Student Value Editions also offer a great value; this format costs significantly less than a new textbook. Before purchasing, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. For Student Value Editions that include MyLab(TM) or Mastering(TM), several versions may exist for each title -- including customized versions for individual schools -- and registrations are not transferable. In addition, you may need a Course ID, provided by your instructor, to register for and use MyLab or Mastering platforms. For undergraduate courses in Investments. The core concepts and tools readers need to make informed investment decisions Fundamentals of Investing helps individuals make informed investment decisions by providing a solid foundation of core concepts and tools. Smart, Gitman, and 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 readers focused in each chapter. Readers leave with the necessary information for developing, imple-

menting, and monitoring a successful investment program. The 13th Edition uses a conversational tone to make the foreign language, concepts, and strategies of investing accessible to readers. With the help of examples throughout, readers learn to make informed decisions in order to achieve investment goals. The book focuses on both individual securities and portfolios, teaching readers to consider the risk and return of different types of investments and how to use this knowledge to develop, implement, and monitor goals. Also available with MyLab Finance MyLab(TM) Finance is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Fundamentals of Investing, 13th Edition is also available via Revel(TM), an interactive learning environment that enables students to read, practice, and study in one continuous experience. Learn more. NOTE: You are purchasing a standalone product; MyLab(TM) Fi-

nance does not come packaged with this content. Students, if interested in purchasing this title with MyLab Finance, ask your instructor to confirm the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the loose-leaf version of the text and MyLab Finance, search for: Fundamentals of Investing, Student Value Edition Plus MyLab Finance with Pearson eText -- Access Card Package, 13/e Package consists of: 0134083725 / 9780134083728 Fundamentals of Investing, Student Value Edition 0134083938 / 9780134083933 MyLab Finance with Pearson eText -- Access Card -- for Fundamentals of Investing

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of

business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

As businesses seek to compete on a global stage, they must be constantly aware of pressures from all levels: regional, local, and worldwide. The organizations that can best build advantages in diverse environments achieve the greatest success. The Handbook of Research on Global Competitive Advantage through Innovation and Entrepreneurship explores the emergence of new ideas and opportunities in various markets and provides organizational leaders with the tools they need to take full advantage of those opportunities. With a focus on economic growth in a fast-paced environment, this handbook is a critical reference for business leaders, economists, and students of economic theory.

The first fifteen years of the 21st century have thrown into sharp relief the challenges of growth, equity, stability, and sustainability facing the world economy. In addition, they have exposed the inadequacies of mainstream economics in providing answers to these challenges. This volume gathers over 50 leading scholars from

around the world to offer a forward-looking perspective of economic geography to understanding the various building blocks, relationships, and trajectories in the world economy. The perspective is at the same time grounded in theory and in the experiences of particular places. Reviewing state-of-the-art of economic geography, setting agendas, and with illustrations and empirical evidence from all over the world, the book should be an essential reference for students, researchers, as well as strategists and policy makers. Building on the success of the first edition, this volume offers a radically revised, updated, and broader approach to economic geography. With the backdrop of the global financial crisis, finance is investigated in chapters on financial stability, financial innovation, global financial networks, the global map of savings and investments, and financialization. Environmental challenges are addressed in chapters on resource economies, vulnerability of regions to climate change, carbon markets, and energy transitions. Distribution and consumption feature alongside more established topics on the firm, innovation, and work. The handbook also captures the theoretical

and conceptual innovations of the last fifteen years, including evolutionary economic geography and the global production networks approach. Addressing the dangers of inequality, instability, and environmental crisis head-on, the volume concludes with strategies for growth and new ways of envisioning the spatiality of economy for the future.

'The Future of Business' provides readers with a personal roadmap for understanding and navigating the future of business. This edition stresses two significant factors that should guide decision-making - customer satisfaction and quality - and also covers other issues including entrepreneurship and ethics.

Fundamentals of Investments was written to: 1. Focus on students as investment managers, giving them information they can act on instead of concentrating on theories and research without the proper context. 2. Offer strong, consistent pedagogy, including a balanced, unified treatment of the main types of financial investments as mirrored in the investment world. 3. Organize topics in a way that makes them easy to apply--whether to a portfolio simulation or to real life--and support these top-

ics with hands-on activities. The approach of this text reflects two central ideas. First, there is a consistent focus on the student

as an individual investor or investments manager. Second, a consistent, unified treatment of the four basic types of financial instruments--stocks, bonds, options,

and futures--focusing on their characteristics and features, their risks and returns, and the markets in which they trade.