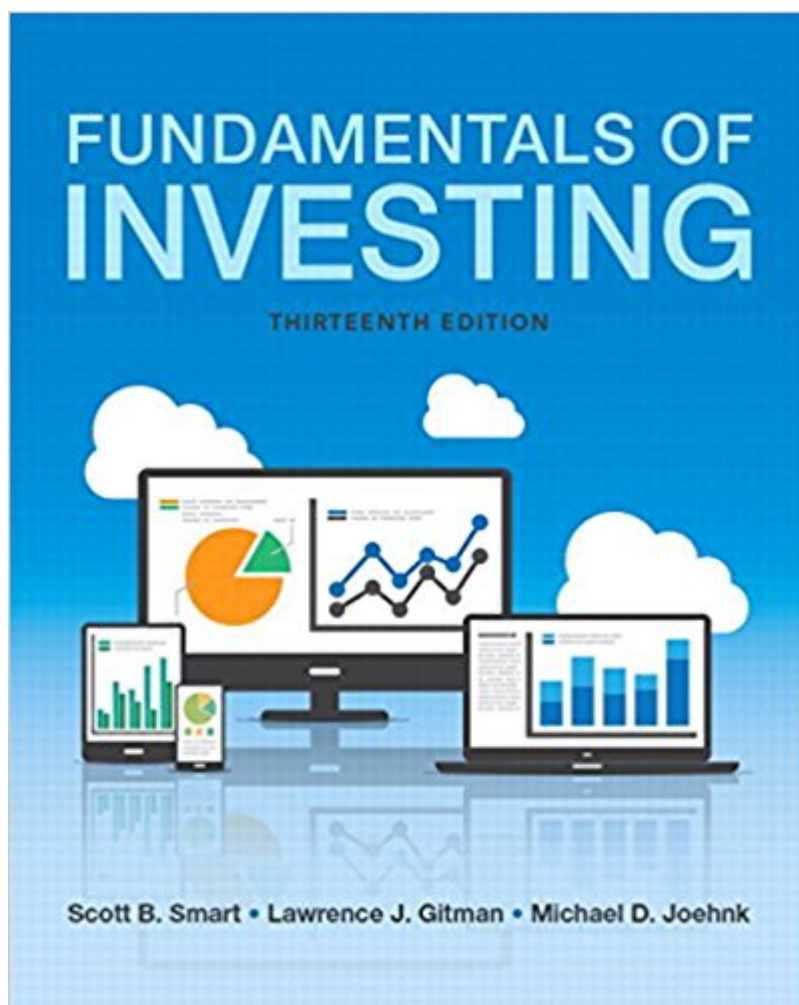


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Fundamentals Of Investing (13th Edition) (Pearson Series In Finance)



Synopsis

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. Package consists of: 013408330X / 9780134083308 *Fundamentals of Investing* 0134083938 / 9780134083933 *MyLab Finance* with Pearson eText -- Access Card -- for *Fundamentals of Investing*

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Customer Reviews

I would recommend to others. I am enrolled in UVA's CFP program and this is the text being used. I thought the theories and concepts would be beyond my level but surprising the author did a nice job writing the text at a level that is easy to grasp. Off course you need some basic understanding of money, finance and accounting. Other than that the book's great.

This book is better than most of the textbooks I have had to get for my finance degree. It was used and in pretty good condition too.

A good overview of investing analytics. A bit heavy on math if you're only looking for fundamentals, but the good thing is this book doesn't have all the usual author imposed humor, philosophy, and poetics that most investment books have. Bare bones and dry, but a solid breakdown of the mechanics. This edition excludes real estate, metals, and a few other things so check the contents carefully before purchasing based on your interests. This text focuses on securities. The online videos that accompany the text (if included in your package) are quite poor in quality, so I don't include that in the books value and certainly would not pay extra. Also, though I have the US edition, the international edition is essentially the same and I've known several people who have successfully purchased and received the international edition.

I loved this book. Easy to read and very practical. I recommend it to those trying to learn how investments work.

Simply great !

The text is very thorough and understandable. I received it timely and the price was the best I could

find

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Serves its purpose. Book needed for my CFP certification. I wouldn't say I love it.

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