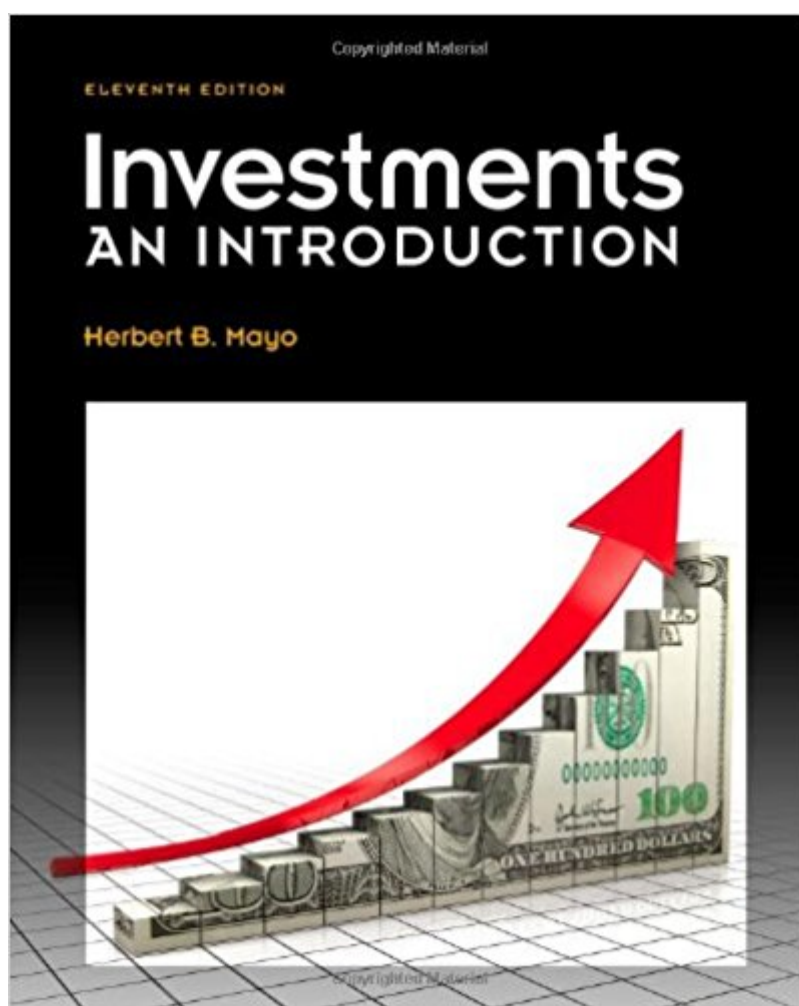


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Investments: An Introduction (with Thomson ONE - Business School Edition 6-Month Printed Access Card And Stock-Trak Coupon)



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With Mayo's *INVESTMENTS: AN INTRODUCTION*, 11E, readers fully understand today's most important investment topics from the perspective of an individual financial planner. This edition provides an inviting, comprehensive approach to investments--from the fundamentals needed for success on the CFP exam to more advanced topics. Readers learn to make solid investment decisions with applications such as an updated Financial Advisor's Investment Case at the end of each chapter and the latest Internet assignments. Expanded coverage of key topics, including stock valuation ratios, stock repurchases, and dividend payments prepare the reader to invest with confidence in today's global financial markets. Readers can even gain hands-on access with Thomson ONE-Business School Edition--the same financial analysis tool trusted on Wall Street every day. Mayo's *INVESTMENTS: AN INTRODUCTION*, 11E, offers the engaging details and insightful perspective to further any reader's investment success. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>.

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Customer Reviews

Dr. Herbert Mayo teaches finance at The College of New Jersey and is a former director of accreditation. A well-respected author and experienced educator, he has written several successful books focusing on critical finance issues and today's investment opportunities. He earned his PhD from Rutgers University and his undergraduate degree from the University of North Carolina at Chapel Hill.

The book is in crappy conditions but for the price alright i guess , it was really torn and cover is falling apart there is also a lot of water damage in the back (half the book).but most page are still read-able and fine.

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