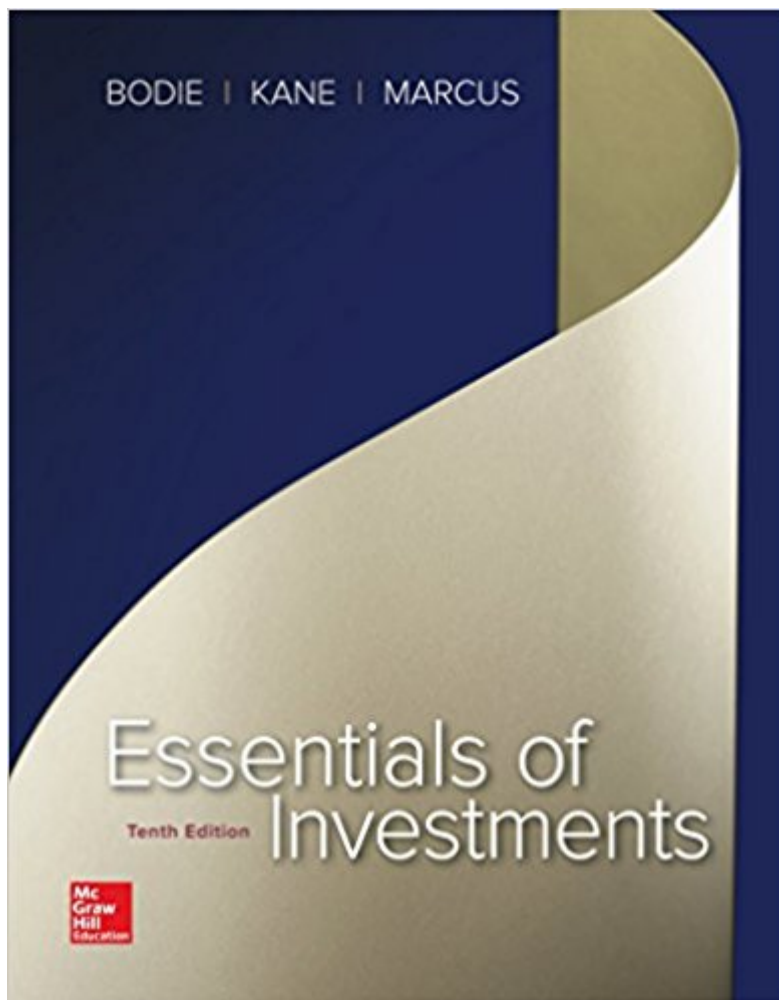




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# **Essentials Of Investments (The Mcgraw-Hill/Irwin Series In Finance, Insurance, And Real Estate)**



## Synopsis

The market leading undergraduate investments textbook, *Essentials of Investments* by Bodie, Kane, and Marcus, emphasizes asset allocation while presenting the practical applications of investment theory. The authors have eliminated unnecessary mathematical detail and concentrate on the intuition and insights that will be useful to practitioners throughout their careers as new ideas and challenges emerge from the financial marketplace. The Tenth Edition includes increased attention to changes in market structure and trading technology, while continuing to be organized around one basic theme - that security markets are nearly efficient.

## Book Information

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## Customer Reviews

Professor of finance and economics at the Graduate School of International Relations and Pacific Studies at the University of California, San Diego. He has been visiting professor at the Faculty of Economics, University of Tokyo; Graduate School of Business, Harvard; Kennedy School of Government, Harvard; and research associate, National Bureau of Economic Research. An author of many articles in finance and management journals, Professor Kane's research is mainly in corporate finance, portfolio management, and capital markets, most recently in the measurement of market volatility and pricing of options. Alan J. Marcus is a Professor of Finance in the Wallace E. Carroll School of Management at Boston College. His main research interests are in derivatives and securities markets. He is co-author (with Zvi Bodie and Alex Kane) of the texts *Investments* and *Essentials of Investments*. Professor Marcus has served as a research fellow at the National Bureau of Economic Research. Professor Marcus also spent two years at Freddie Mac, where he helped to

develop mortgage pricing and credit risk models. He currently serves on the Research Foundation Advisory Board of the CFA Institute. Zvi Bodie is professor of finance and economics at Boston University School of Management. He holds a Ph.D. from the Massachusetts Institute of Technology and has served on the finance faculty at Harvard Business School and MIT's Sloan School of Management. Professor Bodie has published widely on pension finance and investment strategy in leading professional journals. His books include *Worry-Free Investing: A safe Approach to Achieving your Lifetime Financial Goals* and *Foundations of Pension Finance*. Professor Bodie is managing director of Integrated Finance Limited, a specialized investment bank and financial engineering company. He is also a member of the Advisory Board of the Pension Research Council.

The books says "this can be done on excel" WELL SHOW ME HOW TO DO IT. Sometimes I search for hours on the internet how to do the stuff that they say that can be done on excel, and don't find it or too confusing. There were like three times that they showed how to do something on excel or gave the formula. I wish my prof had picked another book. To be honest, I do not know many other finance books but this one is not good.

I used this book in investment class as a rental from school, and then decided to purchase it off of in order to write my notes all over the book. In general, good explanations of basic investment concepts. One section in particular was not clear, and when I asked my professor (whose first language is French, not English), he wasn't sure what the authors meant either. But overall, I found it helpful enough to pay lots of money to keep it as a reference, so that speaks for something. :)

By far one of the worst used books I've purchased. Great context, however literally every page in every chapter is excessively underlined/highlighted and contains writing scribbled everywhere! This makes it extremely hard to read and follow, all of the scribbled handwriting is distracting. Overall a messy, messy book, had I of known that the highlighting and underling would be so extensive I would have opted to buy the book new. I am no stranger to buying used books, but like I said, this by far is the worst used textbook I've ever purchased.

I bought this book for college because I had to, not because I wanted to.

As described

This was a great text book! It's one of the few I kept after the class was over as a reference book as opposed to selling it. It covered the gamut of investing but broke things down in a digestible way that was extremely helpful in a super high speed class like the one I was in. Bonus: there's a workbook with test question that you can use to help prepare for quizzes. Some professors base the quizzes on the actual workbook.

I was disappointed thinking it came with the connect access pass, as labelled, only reason i bought it. But other than that, it's good.

Tough read. The book dances around concepts in fine print. I would prefer the authors hotnyou with a theory or concept and then reiterate it in detail with examples. Chances are you don't have a choice anyway if this text is required. Just give yourself extra time since finding the essentials in a sea of words is like hooking a tuna on the open oceans. Cheers

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