



Fundamentals of Investments: Valuation and Management.

Bradford D. Jordan

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

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Andy says

What a mess. It's definitely the worst textbook I've read. I've read a few textbooks relating to this subject that were good and I spent so much time on this one and it's so confusing and missing valuable information. I'm so glad to be done with it.

Jake Losh says

This is a good elementary text in investments, suitable for a beginning finance/economics student. I'd say that anyone who's taken a first college course in economics could successfully use this text to become more literate in investments. That said, if you've taken more than that, you'll probably find this text much too basic. It's light on the math, and that's really a bad thing most times, since you can usually say things so much simpler in math. The book is also rather inadequate once you start to move into derivatives and MBS. It also doesn't have any coverage of the kinds of products that have been in the news so much lately.

Mikayla says

Good as a textbook for my Investments class. Will refer back to it in the future. I liked the way the book was organized.
