



Investments: A Self-Teaching Guide

By Siegel, Joel G.; Shim, Jae K.

Condition: New. Ships From Canada. New. No dust jacket as issued. Trade paperback (US). Glued binding. Audience: General/trade. 215 Pages. From Publishers Weekly Educators Siegel (Queens College in N.Y.) and Shim (California State) here offer a textbook for business students which also serves as a guide for new investors. Because of the schoolbook format, with review quizzes as chapter endings, the investment information is quickly accessible and easy to re-examine. Coverage is comprehensive; real estate, gold, collectibles, stocks, bonds, investment trusts, limited partnerships, mutual funds, indexes, puts and calls, and so on are succinctly analyzed. Risk vs. return, underlying economic trends and similar relevant factors are explored, and brief discussions of such theories as fundamental vs. technical analysis, diversification and the "efficient portfolio" are clear and concise. This is an effective investment teaching/learning guide. Copyright 1986 Reed Business Information, Inc.



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