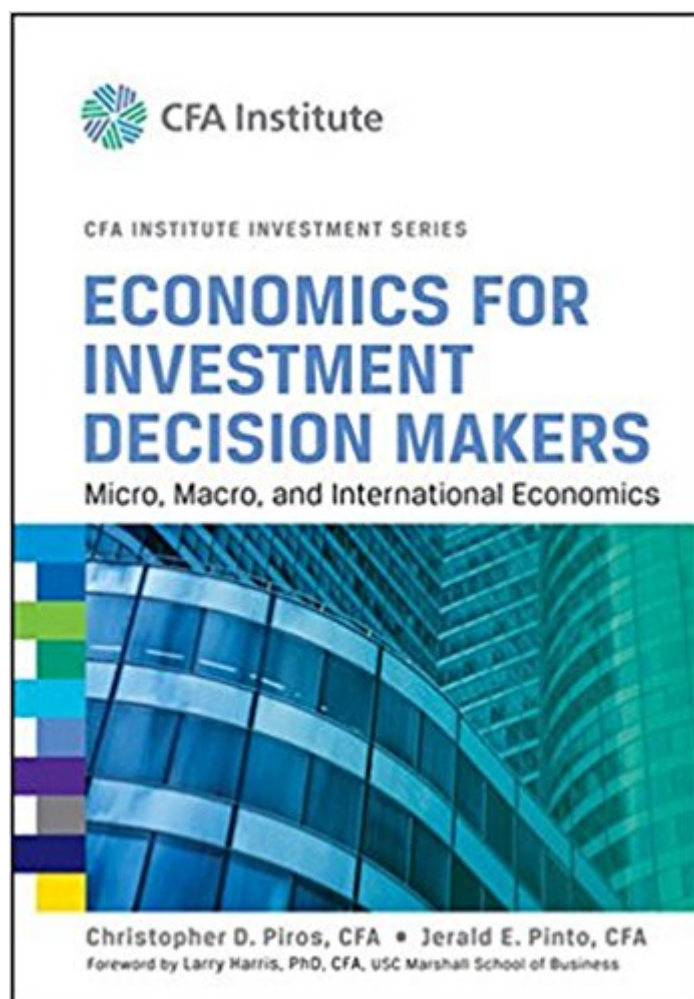


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# Economics For Investment Decision Makers: Micro, Macro, And International Economics



## Synopsis

The economics background investors need to interpret global economic news distilled to the essential elements: A tool of choice for investment decision-makers. • Written by a distinguished academics and practitioners selected and guided by CFA Institute, the world's largest association of finance professionals, Economics for Investment Decision Makers is unique in presenting microeconomics and macroeconomics with relevance to investors and investment analysts constantly in mind. • The selection of fundamental topics is comprehensive, while coverage of topics such as international trade, foreign exchange markets, and currency exchange rate forecasting reflects global perspectives of pressing investor importance. • Concise, plain-English introduction useful to investors and investment analysts Relevant to security analysis, industry analysis, country analysis, portfolio management, and capital market strategy Understand economic news and what it means All concepts defined and simply explained, no prior background in economics assumed Abundant examples and illustrations Global markets perspective •

## Book Information

Hardcover: 800 pages

Publisher: Wiley; 1 edition (March 25, 2013)

Language: English

ISBN-10: 1118105362

ISBN-13: 978-1118105368

Product Dimensions: 7.4 x 1.7 x 10.3 inches

Shipping Weight: 3.3 pounds (View shipping rates and policies)

Average Customer Review: 3.2 out of 5 stars 3 customer reviews

Best Sellers Rank: #170,303 in Books (See Top 100 in Books) #164 in Books > Textbooks > Business & Finance > Investments & Securities #303 in Books > Business & Money > International > Economics #334 in Books > Textbooks > Business & Finance > Finance

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Determining the fitness of a particular company and its investment worthiness requires more than just a knowledge of its current financial health, its management policies, and its strategic direction. True due diligence requires consideration of an array of microeconomic and macroeconomic issues and events that directly impact both the current and future health of an enterprise. The same principle applies to virtually every investment decision you make or financial strategy you develop. Whether you're an institutional investor, or a financial analyst, wealth manager, financial advisor, or

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The economics background investors need to interpret and use global economic news, distilled to its essentials. Written by a team of distinguished academics and practitioners, chosen for their acknowledged expertise in their fields, and guided by CFA Institute, the world's largest association of finance professionals, *Economics for Investment Decision Makers* fills you in on all the economics terms, concepts, principles and practices investment professionals need to know to make the most informed investment decisions. From supply and demand to monetary and fiscal policy, business cycles to currency exchange rates, *Economics for Investment Decision Makers* brings the "dismal science" down to earth with clear, jargon-free explanations and an abundance of illustrative examples. The only concise introduction geared specifically to the concerns of investment professionals, this unique, plain-English guide requires no prior background in economics and delivers: All the economics you need to know to really understand the global economic news and its implications to your practice. Key economics concepts, terms, principles, and practices clearly defined and simply explained in plain English. In-depth coverage of both the micro- and macroeconomic realities that drive the global economy and shape the markets. All the economics

relevant to security analysis, industry analysis, country analysis, portfolio management, and capital market strategy Dozens of fascinating and instructive real-world examples from around the globe and across industry sectors Economics for Investment Decision Makers is an indispensable source of insight and guidance for money managers, financial advisors, financial analysts, traders, and all finance professionals who understand that knowledge is the one surefire investment.

Concise, well written and a great refresher from grad school. I would highly recommend this book to help with a review of various economic topics.

Excellent refresher to economics 101 and 102, but misleading title. The book doesn't really go into any depth on trading or investing based on the given economic topic. Instead, it's more of an introductory to intermediate discussion of the given economic topic. It's great in that respect, and will likely serve as a good refresher for the CFA exam, but don't expect actual advice specific to making financial decisions based on the economic environment.

This is a terribly written book. It is difficult to understand and seems to cover the results of a process before it defines the process! It made passing my Global Managerial Econ grad class very difficult. I highly recommend instructors make another choice if they want their students to learn.

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