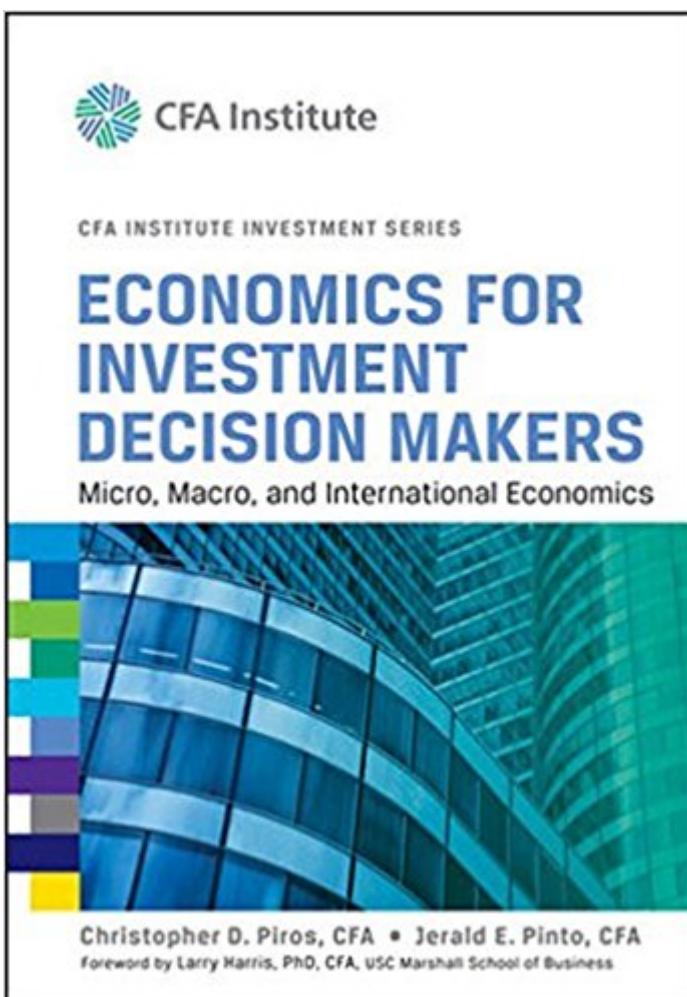


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Economics For Investment Decision Makers: Micro, Macro, And International Economics



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

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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

professional trader, without a solid understanding of economics essentials—such as supply and demand curves, business cycles, systemic risk, debt, monetary policy, liquidity conditions, and consumer confidence—you're operating in a vacuum. Economics is a very wide-ranging discipline, full of arcane jargon and complex concepts. If you're like most finance professionals today, you have little time to invest in taking an academic economics course geared specifically to your needs. Problem solved: *Economics for Investment Decision Makers*. Like a wise and patient tutor, *Economics for Investment Decision Makers* guides you through all the economics terms, concepts, theories, practices, and principles that investment professionals need to understand in order to make sense of global economic events and to formulate investment decisions based on a deep understanding of the economic realities that drive the markets. Unlike other economics books you'll find, this plain-English guide combines coverage of both the microeconomics and macroeconomics that investors and analysts require to intelligently interpret economic news. It delivers clear, straightforward coverage of the full range of micro- and macro- fundamentals, as well as in-depth coverage of an array of specific topics of immediate relevance to your practice, including international trade, foreign exchange markets, currency exchange rate forecasting, to name just a few. The quickest, easiest way to get to grips with all the economics you need to make the best possible investment decisions, *Economics for Investment Decision Makers* is one investment that is guaranteed to deliver sizable dividends for many years to come.

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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