



## Investment Planning

By Stanley Block

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 450 pages. Dimensions: 11.0in. x 8.7in. x 1.4in. In Investment Planning, two of the best-known authors in the investment planning field, Geoffrey A. Hirt and Stanley B. Block, have joined forces with finance expert, Somnath Basu, to show financial planners how to successfully manage their clients investments consistent with their personal objectives and levels of risk tolerance. This landmark book carefully explains the essential theory required to understand how financial markets work and describes step by step how best to diversify and balance a portfolio of investments to reduce risk and increase expected returns. Ranging from fixed-income securities, common and preferred stock, and mutual funds to options, futures, derivatives, and other investment vehicles, Investment Planning cuts through the complexities of today's burgeoning financial landscape with clear, concise accounts of: Types and uses of investment vehicles Types of investment risk Measures of investment risk Measures of investment returns Time-influenced security valuation concepts Bond and stock valuation methods Portfolio management and measurement concepts Formula investing Investment strategies Asset allocation and diversification EMT Asset pricing models Leverage of investment assets Hedging and option strategies Tax efficient investing Investment strategies in tax-advantaged accounts Taxation of investment vehicles An excellent resource for...



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