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Introducing... Essentials of Investments, 9th Global Edition, by Zvi Bodie, Alex Kane and Alan J. Marcus. We are pleased to present this Global Edition, which has been developed specifically to meet the needs of international Investment students. A market leader in the field, this text emphasizes asset allocation while presenting the practical applications of investment theory without unnecessary mathematical detail. The ninth edition includes new coverage on the roots and fallout from the recent financial crisis and provides increased content on the changes in market structure and trading technology. Enhancements to this new Global Edition include:

- New 'On the market front' boxes highlight important investment concepts in real world situations across the globe, to promote student thinking without taking a full case study approach. Topics include short-selling in Europe & Asia, credit default swaps and the debt crisis in Greece and include examples from Commerzbank, JP Morgan, Facebook, Coca-Cola, Santander, The European Energy Exchange, plus many more!
- Revised worked examples illustrate problems using both real and fictional scenarios from across the world to help students develop their problem solving skills. Regional examples include Hutchinson Whampoa (Asia), The Emirates Group (The Middle East) and KLM Royal Dutch Airlines (The Netherlands).
- Revised end-of chapter material includes brand new global questions and global internet exercises that feature currencies, companies and scenarios from Europe, Middle East, Africa and Asia to increase engagement for international students.
- Global Edition of Connect Plus Finance, McGraw-Hill's web-based assignment and assessment platform with eBook access, helps students learn faster, study more efficiently, and retain more knowledge.

This Global Edition has been adapted to meet the needs of courses outside of the United States and does not align with

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the instructor and student resources available with the US edition.

Bodie, Kane, and Marcus' Investments sets the standard for graduate/MBA investments textbooks. It blends practical and theoretical coverage, while maintaining an appropriate rigor and a clear writing style. Its unifying theme is that security markets are nearly efficient, meaning that most securities are priced appropriately given their risk and return attributes. The text places greater emphasis on asset allocation and offers a much broader and deeper treatment of futures, options, and other derivative security markets than most investment texts. It is also the only graduate Investments text to offer an online homework management system, McGraw-Hill's Connect Finance.

Offers a practical and theoretical coverage of investments market. This book places emphasis on asset allocation, and offers a treatment of futures, options, and other derivative security markets.

The market leading undergraduate investments textbook, Essentials of Investments, 8e by Bodie, Kane and Marcus, emphasizes asset allocation while presenting the practical applications of investment theory. The authors have eliminated unnecessary mathematical detail and concentrate on the intuition and insights that will be useful to practitioners throughout their careers as new ideas and challenges emerge from the financial marketplace. The eighth edition has been fully updated to reflect the recent financial crisis and includes a new chapter on Hedge Funds.

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Fundamentals of Investments is aimed at the introductory investments class with students who have relatively little familiarity with investments. The text is written in a relaxed, informal style that engages the student and treats him or her as an active participant rather than a passive information absorber. Fundamentals appeals to intuition and basic principles whenever possible because the authors found that this approach effectively promotes understanding. The text also makes extensive use of examples, drawing on material from the world around us and using familiar companies wherever appropriate. Throughout, the text strikes a balance by introducing and covering the essentials while leaving some of the details to follow-up courses. Topics are organized in a way that would make them easy to apply—whether to a portfolio simulation or to real life—and support these topics with hands-on activities. This ninth edition provides a terrific framework and introduction for students looking to pursue a career in investments—particularly for those interested in eventually holding the CFA charter.

"Essentials of Investments, Twelfth Edition, is intended as a textbook on investment analysis most applicable for a student's first course in investments. The chapters are written in a modular format to give instructors the flexibility to either omit certain chapters or rearrange their order. The highlights in the margins describe updates and important features in this edition"--