

ISE Essentials of Investments

The market-leading undergraduate investments textbook, *Essentials of Investments* by Bodie, Kane, and Marcus, continues to evolve along with the changes in the financial markets yet remains organized around one basic theme—that security markets are nearly efficient, meaning that you should expect to find few obvious bargains in these markets. This text places great emphasis on asset allocation while presenting the practical applications of investment theory. The text also focuses on investment analysis, which allows us to present the practical applications of investment theory and convey practical value insights. A collection of Excel spreadsheets is provided to give you the tools to explore concepts more deeply. In their efforts to link theory to practice, the author team also makes their approach consistent with that of the CFA Institute. Included are questions from previous CFA exams in our end-of-chapter problems and CFA-style questions derived from the Kaplan-Schweser CFA preparation courses.



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