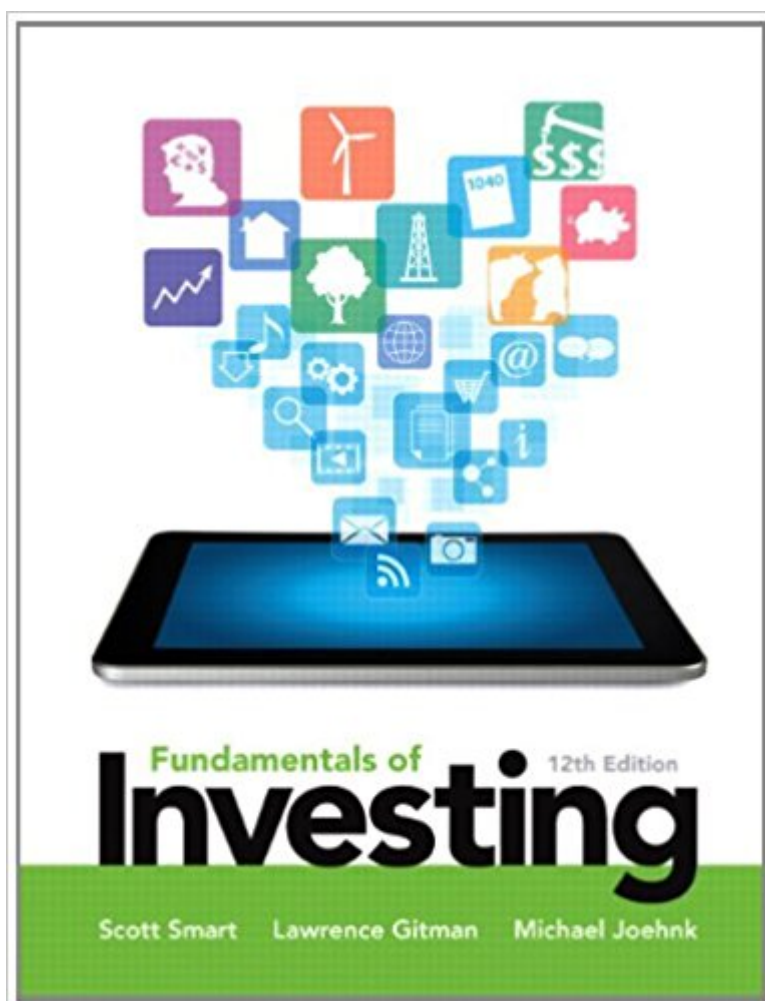


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# Fundamentals Of Investing (12th Edition) (Pearson Series In Finance)



## Synopsis

Intended primarily for undergraduate college/university courses in investments, this text also provides practical content to current and aspiring industry professionals. Fundamentals of Investing helps readers make informed investment decisions in their personal and professional lives by providing a solid foundation of core concepts and tools. Smart/Gitman/Joehnk use practical, hands-on applications to introduce the topics and techniques used by both personal investors and money managers. The authors integrate a consistent framework based on learning goals to keep readers focused on what is most important in each chapter. Readers will gain the necessary information for developing, implementing, and monitoring a successful investment program. To order Fundamentals of Investing, 12e, with MyFinanceLab, use the following ISBN: 0133423948 / 9780133423945 Fundamentals of Investing, 12e, Plus NEW MyFinanceLab with Pearson eText -- Access Card Package consists of: 0133075354 / 9780133075359 Fundamentals of Investing, 12e, 0133079023 / 9780133079029 NEW MyFinanceLab with Pearson eText -- Access Card -- for Fundamentals of Investing, 12e,

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## Customer Reviews

John Graham is the D. Richard Mead Professor of Finance at Duke University where he also serves as the Director of the CFO Global Business Outlook survey. He is coeditor of the Journal of Finance. Professor Graham is also a Research Associate with the National Bureau of Economic Research, Vice President of the Western Finance Association, and been recognised for outstanding

teaching and faculty contributions at Duke and the University of Utah. Lawrence J. Gitman is an emeritus professor of finance at San Diego State University. He received his BA from Purdue University, MBA from the University of Dayton, and PhD from the University of Cincinnati. A prolific author, Dr. Gitman has published more than 50 articles appearing in FINANCIAL MANAGEMENT, the FINANCIAL REVIEW, JOURNAL OF FINANCIAL PLANNING, JOURNAL OF RISK AND INSURANCE, FINANCIAL SERVICES REVIEW, JOURNAL OF FINANCIAL RESEARCH, FINANCIAL PRACTICE AND EDUCATION, JOURNAL OF FINANCIAL EDUCATION, and other scholarly publications. He has authored and coauthored numerous best-selling textbooks on various finance and business topics as well as investing. An active member of numerous professional organizations, Dr. Gitman is past president of the Academy of Financial Services, the San Diego Chapter of the Financial Executives Institute, the Midwest Finance Association, and the FMA National Honor Society. In addition, he is a Certified Financial Planner (CFP). Dr. Gitman formerly served as a director on the CFP Board of Governors, as vice president of Financial Education for the Financial Management Association, and as director of the San Diego MIT Enterprise Forum. He has two grown children and lives with his wife in La Jolla, California, where he is an avid cyclist.

Michael D. Joehnk is an emeritus professor of finance at Arizona State University. In addition to his academic appointments at ASU, Dr. Joehnk spent a year as a visiting professor of finance at the University of Otago in New Zealand. He received his BA and PhD degrees from the University of Arizona and his MBA from Arizona State University. A Chartered Financial Analyst (CFA), he served as a member of the Candidate Curriculum Committee and of the Council of Examiners of the Institute of Chartered Financial Analysts. He also served as a director of the Phoenix Society of Financial Analysts and as secretary-treasurer of the Western Finance Association and was elected to two terms as vice president of the Financial Management Association. Dr. Joehnk has authored or co-authored more than 50 articles, five popular books, and numerous monographs. In addition to co-authoring several books with Dr. Gitman, Dr. Joehnk wrote the highly successful paperback tradebook INVESTING FOR SAFETY'S SAKE. He also has served as editor and contributed to several other prominent books. His articles have appeared in FINANCIAL MANAGEMENT, JOURNAL OF FINANCE, JOURNAL OF BANK RESEARCH, JOURNAL OF PORTFOLIO MANAGEMENT, JOURNAL OF CONSUMER AFFAIRS, JOURNAL OF FINANCIAL AND QUANTITATIVE ANALYSIS, AAI JOURNAL, JOURNAL OF FINANCIAL RESEARCH, BELL JOURNAL OF ECONOMICS, DAILY BOND BUYER, FINANCIAL PLANNER, and other publications. Dr. Joehnk served a six-year term as executive co-editor of the JOURNAL OF FINANCIAL RESEARCH. He and his wife live in Flagstaff, Arizona, where they enjoy hiking and

other activities in the nearby mountains and canyons.

I would recommend to others. I am enrolled in UVA's CFP program and this is the text being used. I thought the theories and concepts would be beyond my level but surprising the author did a nice job writing the text at a level that is easy to grasp. Of course you need some basic understanding of money, finance and accounting. Other than that the book's great.

This book is better than most of the textbooks I have had to get for my finance degree. It was used and in pretty good condition too.

A good overview of investing analytics. A bit heavy on math if you're only looking for fundamentals, but the good thing is this book doesn't have all the usual author imposed humor, philosophy, and poetics that most investment books have. Bare bones and dry, but a solid breakdown of the mechanics. This edition excludes real estate, metals, and a few other things so check the contents carefully before purchasing based on your interests. This text focuses on securities. The online videos that accompany the text (if included in your package) are quite poor in quality, so I don't include that in the book's value and certainly would not pay extra. Also, though I have the US edition, the international edition is essentially the same and I've known several people who have successfully purchased and received the international edition.

I loved this book. Easy to read and very practical. I recommend it to those trying to learn how investments work.

Simply great !

The text is very thorough and understandable. I received it timely and the price was the best I could find

good

Serves its purpose. Book needed for my CFP certification. I wouldn't say I love it.

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