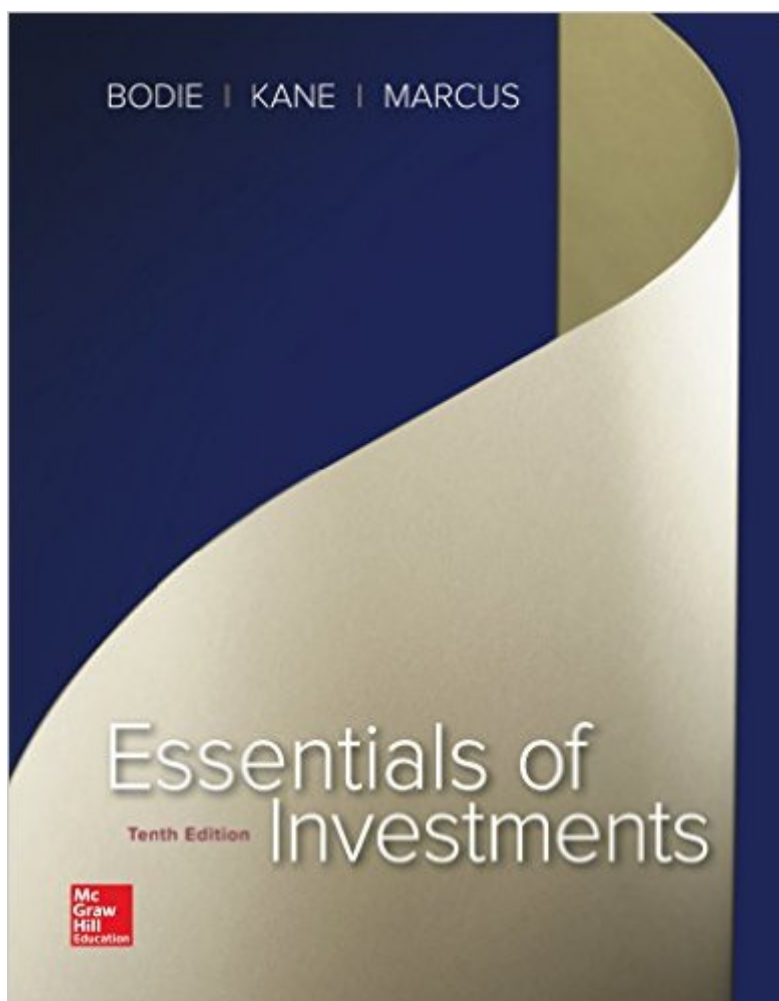


The book was found

# Essentials Of Investments (The McGraw-Hill/Irwin Series In Finance, Insurance, And Real Estate)



## Synopsis

The market leading undergraduate investments textbook, *Essentials of Investments* 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 Tenth Edition includes increased attention to changes in market structure and trading technology, while continuing to be organized around one basic theme - that security markets are nearly efficient.

## Book Information

Series: The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate

Hardcover: 784 pages

Publisher: McGraw-Hill Education; 10 edition (January 6, 2016)

Language: English

ISBN-10: 0077835425

ISBN-13: 978-0077835422

Product Dimensions: 1.2 x 8.5 x 10.8 inches

Shipping Weight: 3.7 pounds (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 stars [See all reviews](#) (111 customer reviews)

Best Sellers Rank: #15,428 in Books (See Top 100 in Books) #7 in [Books > Textbooks >](#)

[Business & Finance > Investments & Securities](#) #131 in [Books > Business & Money > Investing](#)

## Customer Reviews

I'm in college and this book was required reading in my investments course. I read it nearly cover-to-cover (skipping just 2 chapters) and can say that this is a solid introduction to investments. The amount of information this book covers is quite broad, and the authors usually do a good job of balancing the difficulties of giving too little vs. too much information. Occasionally, I did feel some areas warranted more discussion, such as those discussing mutual funds and ETFs. But overwhelmingly the authors give readers enough usable information that further research is then much easier. Part two on Portfolio Theory is particularly good. Specifically, chapter 6 does a really good job of illustrating how 'efficient diversification' results in the best results. The first time I read their discussion of the efficient frontier I was struck by how well the explanations illustrated the concept. Numerous graphs hammer points home, and even the sidebars (which, in many textbooks, can be filler) provide interesting asides to the topics under discussion. I also appreciate their Excel

examples injected within the text. It is very nice to be able to see exactly what I can do to get the same results they get; in other books, it can be harder to convert the theory discussed in the book into actual practical information. I consider myself someone who is quite proficient at using spreadsheet software, but a few of their examples utilized tools that I wasn't familiar with. The authors are generally critical of active investing, citing numerous studies that again and again show the benefits of passive investment strategies and the failure of active funds to consistently deliver above-average results.

[Download to continue reading...](#)

Principles of Corporate Finance (The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) (McGraw-Hill/Irwin Series in Finance, Insurance and Real Estate (Hardcover)) Essentials of Investments with S&P Card (The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) Essentials of Investments (The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) Essentials of Corporate Finance (McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) Essentials of Corporate Finance (The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) Real Estate Principles: A Value Approach (McGraw-Hill/Irwin Series in Finance, Insurance and Real Estate (Hardcover)) Real Estate Principles: A Value Approach (The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) Real Estate Finance & Investments (Real Estate Finance and Investments) Fundamentals of Corporate Finance, 11th Edition (The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) Fundamentals of Corporate Finance Standard Edition (McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) Corporate Finance (The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) Principles of Corporate Finance (McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) Case Studies in Finance: Managing for Corporate Value Creation (McGraw-Hill/Irwin Series in Finance, Insurance and Real Estate (Hardcover)) Corporate Finance: Core Principles and Applications (McGraw-Hill/Irwin Series in Finance, Insurance, and Real Est) Financial Markets and Institutions (The McGraw-Hill / Irwin Series in Finance, Insurance and Real Estate) Retirement Plans: 401(k)s, IRAs and Other Deferred Compensation Approaches (Irwin/McGraw-Hill Series in Finance, Insurance and Real Estate) Foundations of Financial Management with Time Value of Money card (The McGraw-Hill / Irwin Series in Finance, Insurance, and Real Estate) Analysis for Financial Management (McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) International Financial Management (Irwin/McGraw-Hill Series in Finance, Insurance and Real Estate) Real Estate: 25 Best Strategies for Real Estate Investing, Home Buying and Flipping Houses (Real Estate, Real Estate Investing, home buying, flipping houses, ... income, investing, entrepreneurship)

