

## Essentials of investments

Bodie, Zvi, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20394702&lokasi=lokal>

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### Abstrak

The market leading undergraduate investments textbook, Essentials of Investments, 9e 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