

Finance: The Basics - Erik Banks

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"Finance: The Basics "is an introductory text intended to convey the essential elements of the broad topic of finance, with a particular focus on the practical dimension of financial tools, instruments, and markets. The book, which will be written in a jargon-free style, is aimed at first year undergraduates with no previous exposure to financial concepts and will include simple, yet comprehensive, explanations of the primary elements of the topic. Upon completing the book the reader will have a solid working knowledge of the key drivers of the financial marketplace and be comfortable applying and relating the concepts to daily activities, the financial press, and the financial markets. The overarching emphasis of this work is on the practical mechanics of finance. Author: Banks, Erik Publisher: Routledge Illustration: N Language: ENG Title: Finance: the basics Pages: 00000 (Encrypted PDF) On Sale: 2006-11-14 SKU-13/ISBN: 9780415384575 Category: Business & Economics : Economics - General

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