

1. Record Nr.	UNINA9910153258803321
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Titolo	The Financial times guide to investing : the definitive companion to investment and the financial markets // Glen Arnold
Pubbl/distr/stampa	Harlow, England ; ; New York, New York : , : Pearson, , [2014] Â©2014
ISBN	1-292-00516-5 1-292-00517-3
Edizione	[Third edition.]
Descrizione fisica	1 online resource (1 v.) : ill
Collana	Financial times guide
Disciplina	332.6
Soggetti	Investments
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Cover -- Contents -- About the author -- Acknowledgements -- Publisher's acknowledgements -- What's new in the third edition -- Introduction -- Part 1: Investment basics -- Chapter 1: What is investment? -- Partnerships -- Limited liability -- Ordinary shares and extraordinary returns -- Shareholder rights -- A money-making machine -- Dividends and retained earnings -- What if I want to sell? -- Primary and secondary markets -- Bonds -- Capital structure -- Stocks and shares -- Rights issues -- Financial institutions -- Be proud to be a capitalist! -- A note of warning - investment and speculation -- Chapter 2: The rewards of investment -- Becoming a millionaire -- Simple and compound interest -- How well have investors fared in the past? -- The importance of income -- International comparison -- Equities versus gilts -- What about risk? -- Closing comment -- Further reading -- Chapter 3: Stock markets -- What is a stock market? -- Brokers and market makers -- Pricing - good old supply and demand -- A short history of the London Stock Exchange -- 'Big Bang' -- The international scene -- Variety of securities traded -- LSE's primary market -- The secondary market -- The Main Market (The Official List) -- The Alternative Investment Market -- techMARK and techMARK mediscience -- ICAP Securities & Derivatives Exchange (ISDX) -- Who owns UK shares? -- The role of stock exchanges -- Useful

websites -- Chapter 4: Buying and selling shares -- Stockbroker services -- Choosing a stockbroker -- Finding prices and other information -- Getting the most out of financial websites -- What happens when I buy or sell shares? -- An alternative mechanism -- A third trading system - SETSqx -- What happens after dealing? -- Ways of paying for your shares -- Internet dealing -- Direct market access -- Transferring shares without brokers -- Useful websites.

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## Sommario/riassunto

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