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Nota di contenuto	1. Understanding Money Markets -- 2. Understanding Fixed Income Markets -- 3. Understanding Equity Markets -- 4. Derivates and Structured Products -- 5. The Key to Investing Wisely -- 6. Three Useful Concepts to Investing Wisely -- 7. Building an Investment Portfolio -- 8. Understanding International Indices and Exchange Traded Funds -- 9. Understanding Benchmarking -- 10. Investing in the Future: The Glass is Half Full. .
Sommario/riassunto	This book is the first to directly address Asia's new rich with an easy-to-follow guide to investment and the world of global finance. There are currently approximately 15 million high net worth households in the world today, a number that is growing by 900,000 new millionaires in the world each year. Many of the Asian new rich, however, lack even basic information about investment strategies and how to put their

wealth to work. With rich experience in the private sector, Bruce Von Cannon makes it seem easy in this enjoyable and readable new book. .
