

1. Record Nr.	UNINA9910786694003321
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Titolo	Equity Markets and Portfolio Analysis [[electronic resource]]
Pubbl/distr/stampa	Hoboken, : Wiley, 2012
ISBN	1-118-69498-8 1-118-22827-8
Descrizione fisica	1 online resource (1500 p.)
Collana	Bloomberg Financial
Disciplina	332.6 332.63 332.632
Soggetti	Investment analysis Investments Portfolio management Stock exchanges Finance Business & Economics Investment & Speculation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Series; Titlepage; Copyright; Dedication; Preface; Content; Acknowledgments; CHAPTER 1 Overview of the Financial System; Real and Financial Assets; Types of Equity Claims; Types of Debt Claims; Financial Markets; Types of Financial Markets; Regulations; Efficient Financial Markets; Characteristics of Assets; Conclusion; Web Site Information; Notes; Selected References; CHAPTER 2 Overview and Guide to the Bloomberg System; Introduction; Bloomberg System-Bloomberg Keyboard; Accessing Some of the Information Discussed in Chapter 1; Indexes; Functionality Economic, Industry, Law, and Municipal Information ScreensMonitor and Portal Screens; Portfolios and Baskets; Screening and Search Functions; The Bloomberg Excel Add-In: Importing Bloomberg into Excel; Launchpad; Other Bloomberg Functions; Conclusion; Bloomberg Exercises; CHAPTER 3 Stock and Bond Valuation and Return;

Introduction; Rate of Return; Future and Present Values; Bond Valuation; The Yield to Maturity and Other Rates of Return Measures for Bonds; Total Return; Spot Rates and Equilibrium Prices; Geometric Mean; Stock Valuation and Return; Fundamental Stock Valuation Two-Stage and Three-Stage Growth ModelsThe Bloomberg Three-Stage Growth Model-DDM; Valuation of Preferred Stock; Conclusion; Web Site Information; Notes; Selected References; Bloomberg Exercises; CHAPTER 4 Equity Securities, Markets, and Trading; Introduction; Types of Equity Securities; How Stocks and other Securities are Traded-Primary Market; The Markets for Existing Securities; Convergences of Organized Exchanges, the OTC Market, and the Electronic Communications Networks; Trading Securities in the Market; Types of Transactions; Types of Orders; Cost of Trading; Conclusion Web Site InformationNotes; Selected References; Bloomberg Exercises; CHAPTER 5 Investment Funds, Intermediate Securities, and Global Equity Markets; Introduction; Investment Funds; Exchange-Traded Funds; Other Investment-Type Funds and Securities; Insurance Companies, Pension Funds, and Investment Banks; Financial Service Industry, the 2008 Financial Crisis, and Regulations; Global Equity Markets and Exchanges; Conclusion; Web Site Information; Notes; Selected References; Bloomberg Exercises; CHAPTER 6 Expected Rate of Return and Risk-Stock; Introduction Risk-Free Security, Nominal Rates, and Real RatesStock Risk: Firm, Industry, and Market Risk; Statistical Measurements of Expected Return and Risk; Parameter Estimates: Historical Averages; Parameter Estimates: Regression; Relationship between Return and Risk; Conclusion; Web Site Information; Notes; Selected References; Bloomberg Exercises; CHAPTER 7 Portfolio Evaluation; Introduction; Portfolio Return and Risk; Portfolio Risk and Size Relation; Return and Risk of a Portfolio of Risky Stocks and a Risk-Free Security; Portfolio Performance Evaluation Using Bloomberg; Conclusion Web Site Information

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## Sommario/riassunto

Understand today's investment challenges and the role of the Bloomberg system In recent years, changes have swept through the investment industry like wildfire. Academia has followed along and provided new lenses for viewing this transformation, as well as new strategies for gaining a true understanding and knowledge of investment and financial markets. Now, Equity Markets and Portfolio Analysis has been created to further inform investment professionals and finance students on the basic concepts and strategies of investments, and to provide more detailed discussions on advance

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