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B. Mayo,2004 A general introduction to the three primary aspects of Finance and examination of how they interrelate The book discusses financial institutions and their roles in helping to allocate savings in the economy along with a description and analysis of securities issued and traded in money and capital markets The book covers fundamentals of investing in stocks mutual funds derivatives and other marketable securities with an emphasis on securities markets mechanics of trading techniques of analysis diversification and valuation of assets Finally the book lays out the processes decisions structures and institutional arrangements concerned with the use and acquisition of funds by a firm This will include the management of the asset and liability structure of the firm under certain and risky situations

Basic Finance Herbert B. Mayo,1978-01-01**

Finance Ronald W. Melicher, Edgar Norton, 2002-08-08 Topics in small business practice appear in each chapter to facilitate learning and discussion of small business applications Personal finance coverage integrated throughout text

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