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The Battle of Investment Survival by Loeb

In *The Battle for Investment Survival*, the turf is Wall Street, the goal is to preserve your capital at all costs, and to win is to "make a killing without being killed." This memorable classic, originally written in 1935, offers a fresh perspective on investing from times past. *The Battle for Investment Survival* treats investors to a straightforward account of how to profit-and how to avoid profit loss-in what Loeb would describe as the constant tug-of-war between rising and falling markets.

How I made \$2 Million in the Stock Market by Darvas

Hungarian by birth, Nicolas Darvas trained as an economist at the University of Budapest. Reluctant to remain in Hungary until either the Nazis or the Soviets took over, he fled at the age of 23 with a forged exit visa and fifty pounds sterling to stave off hunger in Istanbul, Turkey. During his off hours as a dancer, he read some 200 books on the market and the great speculators, spending as much as eight hours a day studying. Darvas ploughed his money into a couple of stocks that had been hitting their 52-week high. He was utterly surprised that the stocks continued to rise and subsequently sold them to make a large profit. His main source of stock selection was Barron's Magazine. At the age of 39, after accumulating his fortune, Darvas documented his techniques in the book, *How I Made 2,000,000 in the Stock Market*. The book describes his unique "Box System", which he used to buy and sell stocks. Darvas' book remains a classic stock market text to this day.

How to Make Money in Stocks by O'Neil

Through every type of market, William J. O'Neil's national bestseller, *How to Make Money in Stocks*, has shown over 2 million investors the secrets to building wealth. O'Neil's powerful CAN SLIM® Investing System—a proven 7-step process for minimizing risk and maximizing gains—has influenced generations of investors.

Trading for a Living by Elder

Soviet-born author and practicing psychiatrist Elder shares his learning over the years as a professional trader and expert in technical analysis and his principle of understanding the three Ms (Mind, Method, Money), which will strengthen the discipline required to be successful in trading. He explores crucial factors in the markets that most experts overlook, including time, volume, and open interest, and describes little-known indicators to track them profitably. In addition, he covers many of the more technical approaches to investing in futures, such as factoring in the meaning from the Elliott Wave, oscillators, moving averages, Market Logic, and point-and-figure charting. His unique viewpoints in this overly saturated genre explain his particular view that most traders sabotage themselves, while offering tips for others to avoid doing the same.

The 17 Indisputable Laws of Teamwork by Maxwell

Rehashing the teamwork catechism he explored in *The 21 Irrefutable Laws of Leadership*, he reminds us of the importance of vision and values, the dangers of egotism, bad apples and malingerers, and the necessity of dedication to collective will. Designed to be used, in part, by employees in a corporate team setting, the workbook features short inspirational or cautionary followed by vague writing exercises, self-evaluative check-lists and "Take Action" assignments. Maxwell may be the guru of teamwork, but this primer on group-think-with its tone pitched somewhere between a revival meeting and a human resources seminar-feels decidedly less than inspirational.

The 7 Habits of Highly Effective Families by Covey

Covey, a New-Age business guru and leadership authority, has consulted with the world's top corporate and political leaders, but closer to home he is the father of nine children. Here, Covey reinterprets each of his now

famous "habits" to apply to parenting and family-life issues. Covey suggests writing a family mission statement, implementing special family times and "one-on-ones," holding regular family meetings, and making the commitment to move from "me" to "we" as techniques to improve family effectiveness. Covey is a brilliant storyteller. By weaving the voices and anecdotes of his wife and children with his own inspirational and informative stories, exercises, and parables, he has created a book with something for all parents interested in enhancing the strength and beauty of their own families.

Over Promise and Over Deliver by Barrera

Barrera, a marketing consultant, showcases remarkable businesses that have succeeded in making their brands irresistible to customers with a new approach to branding that is faster and more cost-effective than traditional methods and results in "owning" their respective markets. Citing companies such as American Girl, Google, and TiVo, the author explains how to create and keep breakthrough brand promise and how to master the use of three distinct contact points to deliver that promise. He coins the word *TouchPoint* to describe the key moments of interaction between a customer and a brand. Product TouchPoints are a big promise about the product or service delivered in a big way, Human TouchPoints occur with direct contact through sales and service, and System TouchPoints are process encounters. All TouchPoints are vital to success. While clearly an infomercial for Barrera's business, this is an excellent book that identifies important marketing strategies for today's complicated and competitive marketplace.

Cyber Investing: Cracking Wall Street with Your Personal Computer by Brown and Bentley

With this book and software, anyone with a PC can learn to pick stocks like the pros and yield significant returns in any market. Completely revised and updated, the second edition now includes updated software as well as a new Cyber-Investing Kit packed with free online time and financial services, free online newsletters, and more. All graphics have been updated and there is expanded coverage of the Internet as well as the very latest cutting-edge electronic investment tools.

One Up On Wall Street by Lynch

One Up On Wall Street offers insight into the mind of one of the greatest money managers of all times. With humor, Peter Lynch helps you discover that he is a normal guy that thinks rationally, believes in research, asks plenty of questions, and gets caught off guard by the market at times, just like anyone else. Lynch brings the stocks he bought to life, each with its own story, backed by facts. If you like history, and are interested in investing, you'll find this book a delightful to read.

Investments an Introduction by Mayo

Gain a clear understanding of today's most important investment topics--from the fundamentals you need to prepare for the CFP exam to more advanced issues that will help you develop strong investment skills for today's business world. You'll learn to make sound investment decisions with this book's emphasis on the individual financial planner's perspective and the fresh, ongoing Financial Advisor's Investment Case that continues throughout each chapter. Internet assignments demonstrate how to use technology for actual investments, while expanded coverage of key topics such as stock valuation ratios, stock repurchases and dividend payments, and globalization of financial markets prepares you for tomorrow's investment challenges. A new CengageNOW online learning system with a personalized study plan helps you maximize study and earn the grade you want. The book's Thomson ONE™-Business School Edition lets you access the same financial analysis tool used on Wall Street every day.

The Millionaire Kit by Nelson

It's not as hard as you might think. In fact, with just a few adjustments in your spending habits and some smart investing, you can accumulate the kind of wealth most people only dream about. In *The Millionaire Kit*, bestselling author Stephen Nelson provides the tools you need to find hidden income and put it to work for you to achieve financial independence--whether that means saving a million dollars or just reaching your own financial goal. The Millionaire Kit's allows you to: define exactly what financial independence means to you and find out why you may need more--or less--money than you thought, save thousands of dollars every year on housing, cars, credit, and insurance--and then turn those savings into even more wealth through a supercharged investment program and build a financial safety net that protects you and your family.

Now, Discover Your Strengths by Buckingham and Clifton

The premise of this new management study, a follow-up to Buckingham's *First, Break All the Rules* (S. & S., 1999), is that the most effective method for motivating people is to build on their strengths rather than correcting their weaknesses. The authors, researchers at the Gallup Organization, have analyzed results of interviews conducted by Gallup of over 1.7 million employees from 101 companies and representing 63 countries. When asked, only 20 percent of these employees stated that they were using their strengths everyday. This book offers a unique perspective on successful management strategy and developing employees' strengths.

What Works on Wall Street by O'Shaughnessy

Investors can be aggressive or conservative, self-directed or professionally managed. They are always on the lookout for an edge. In James O'Shaughnessy's *What Works on Wall Street*, they'll find a solid one: authoritative analysis of popular practices from the past. The author examines three decades of stock market data to show how 15 of the most common investment tactics have fared over time.

Maestro by Woodward

Perhaps the last Washington secret is how the Federal Reserve and its enigmatic chairman, Alan Greenspan, operate. In *Maestro*, Bob Woodward uses his proven interviewing and research techniques to take you inside the Fed and Greenspan's thinking. Woodward presents the Greenspan years as a gripping narrative, a remarkable portrait of a man who has become the symbol of American economic preeminence.

Alan Greenspan The Age of Turbulence by Greenspan

Greenspan offers a revealing yet monotonous look at the inner workings of the Federal Reserve and his career. Beginning with his childhood in Manhattan, where he learned percentages by memorizing Yankee batting statistics, Greenspan relates his tremendous passion for economics and politics that propelled him to become chairman of the U.S. Federal Reserve for nearly 20 years.

Why We Want You To Be Rich by Trump and Kiyosaki

The wildly financially successful authors of this book state, early on, that a reader will not find in its pages specific advice on how to make or invest money. It's more a book of philosophy and if it's not exactly Kierkegaardian in scope or language, this collaboration of real estate magnate and rags-to-riches financial guru manages to entertain and to inform. Written in bite-size chunks and adorned with quotes and graphs, it explains why some people get rich and others... well, don't.

How to Get Rich by Trump

Real estate titan, bestselling author, and TV impresario Donald J. Trump reveals the secrets of his success in this candid and unprecedented book of business wisdom and advice. Over the years, everyone has urged Trump to write on this subject, but it wasn't until NBC and executive producer Mark Burnett asked him to star in *The Apprentice* that he realized just how hungry people are to learn how great personal wealth is created and first-class businesses are run. Thousands applied to be Trump's apprentice, and millions have been watching the program, making it the highest rated debut of the season.

Missed Fortune by Andrew

Most of us dream of becoming wealthy. While some take steps to achieve it, few realize the goal. Why? According to financial planner Douglas R. Andrew, flawed financial strategies or what he calls "money myth-conceptions" lead us down the wrong road. In his revolutionary financial guide, *Missed Fortune*, Andrew rattles conventional attitudes about personal investments and challenges readers to build wealth with new and very contrarian strategies.

Incompatibility by Snyder

Do women really spend more time in the bathroom? Are men truly more gifted when it comes to handling the remote control? Will women ever understand the intense concentration demanded by Monday Night Football? Chuck and Barb Snyder tackle these and other questions in *Incompatibility*, an entertaining, insightful, and sensible primer on marriage for Christian couples. Ten years after their popular original book, they've teamed up again to

present new material and elaborate on their original themes. Readers will learn that differences between couples are actually part of God's plan for marriage and should be viewed as assets, not liabilities.

Success is not an Accident by Newberry

Tommy Newberry's best-selling *Success Is Not an Accident* has helped over 100,000 readers achieve higher levels of success in both their personal and professional lives. Reminiscent of best-selling authors Stephen Covey and John Maxwell, Newberry teaches readers the power of goal setting, time management, visualization, and "self-talk" so they can achieve peak levels of performance in all areas of their lives.

24 Essential Lessons for Investment Success by O'Neil

24 Essential Lessons for Investment Success provides proven, easy-to-apply techniques for building a profitable portfolio. It cuts through the static of conventional wisdom with a refreshing array of common-sense strategies that help you accurately gauge the market, buy and sell at the right moment, and successfully manage your portfolio.

Conserving Client Portfolios During Retirement by Bengen

The leading edge of the baby boomer wave will pass through age 60 this year. Retirement looms large for them and the 20-year generation that follows. Although many in the generation have saved to supplement their retirement, they will probably live longer in retirement than any previous generation, so they must grapple with questions about how to manage that money and make it last. The purpose of this book is to present the author's groundbreaking research into this topic, presenting new material as well as an update of the original research in a comprehensive, authoritative form.

60-Second Investor by Carlson

This small book is a quick reference guide for financial terms and principles, with a focus on the realm of paper assets. This is a great little book that is fast to read, but remains within reach to explain in simple terms the big concepts we use.

Today Matters by Maxwell

Most of us look at our days in the wrong way: We exaggerate yesterday. We overestimate tomorrow. We underestimate today. The truth is that the most important day you will ever experience is today. Today is the key to your success. Maxwell offers 12 decisions and disciplines-he calls it his daily dozen-that can be learned and mastered by any person to achieve success.

How to Grow When Markets Don't by Slywotzky and Wise

In this shrewdly titled volume for today's tough economy, global strategy consultants Slywotzky and Wise analyze companies in mature markets that have managed to achieve significant growth without venturing outside their industry, manipulating their financial statements or acquiring dot-coms. Their chief insight is that established companies with experience in their field have, aside from their core business, a wealth of hidden assets such as customer contacts, technical expertise and efficient business models. With these hidden assets, they can exploit to grow new businesses.

The Technical Analysis Course by Meyers

The Technical Analysis Course has gained a loyal following for its unique lesson-per chapter format and comprehensive coverage of the tools and strategies of technical analysis. This third edition provides revised and updated details on every key aspect of technical analysis. New sections answer questions on current topics including Bollinger Bands, curved trend lines, moving average convergence-divergence, the market's change to decimal pricing, and much more.

Bulls Don't Blush, Bears Don't Die by Asmus

Business expansions don't die. They are assassinated. Bulls discuss the implications of the infusers and destroyers of both wealth and poverty. Part I of the book discusses the reasons for a continued strong American business expansion. Part II explains we might transform the three costly burdens of social security, health care and

education into competitive systems that work. And, Part III describes eleven of the most recognized countries in the world for their 21st century potential.

Beating the Dow by O'Higgins and Downes

Two contrasting investment methods are offered by these titles. O'Higgins, a 20-year veteran of Wall Street, espouses a system that limits the stock universe to the 30 stocks in the Dow Jones Industrial Average. He has followed this system as a successful money manager and states that respectable returns can be realized by selecting the highest yielding of the 30 Dow stocks. O'Neil is the founder and publisher of Investor's Daily. His investment approach emphasizes the quality of a company's earnings from quarter to quarter. Having sorted this out, the investor is then advised to find stocks that are performing well in strong industry groups.

Washington Real Estate Fundamentals by Haupt

Washington Real Estate Fundamentals provides an overview of the theoretical and practical aspects of real estate. A product of 32 years' experience in real estate education, Washington Real Estate Fundamentals is widely acclaimed as the foremost prelicense text in Washington. Rockwell's Fundamentals incorporates the latest in real estate law, regulations, and business practices. It uses a range of proven study aids such as illustrations, graphs, outlines, vocabulary reviews, and chapter quizzes. The text covers all key concepts necessary to a thorough understanding of real estate transactions, including: the nature of real property, estates in land and methods of holding and transferring property, restrictions on land use, real estate contracts, real estate agency, financing and appraisal, property management, the closing process, real estate math, and Washington real estate license law.

Technical Analysis of the Futures Markets by Murphy

Technical Analysis of the Futures Markets covers the philosophy of technical analysis, charting theory, trends, reversal patterns, continuation patterns, commodity indices, averages, oscillators, the Elliott wave theory, time cycles, computers, and trading tactics.

The Spirit to Serve by Marriott and Brown

In the bestselling tradition of *The HP Way*, *The Spirit to Serve* describes how one of the most successful hoteliers of the twentieth century built Marriott International from a respectable \$50-million-a-year enterprise into the mammoth \$9-billion multinational giant of today. Told in the words of J. W. Marriott, Jr., *The Spirit to Serve* distills years of hard-earned wisdom and experience into twelve timeless lessons that managers at any level can implement in their own business lives.

How to Buy Stocks by Engel and Hecht

A new edition of a classic stock market guide offers clear explanations and reasonable and understandable advice on investments, updating information to cover new regulations and new opportunities.

Trading Rules by Eng

Trading Rules has evolved into a classic among trading books. In simple, no-nonsense style, William Eng pulls from his own experience to offer 50 hard earned rules that lay the foundation for lasting success in the markets. Eng's book isn't about surviving the fluctuations of the market; it's about mastering the moves and making money. Some examples include: Learn to trade with the trends. Big movements take time to develop. The smarter you are, the longer it takes to win. Tips don't make you any money. Buy rumors and sell facts. Nothing new ever occurs in the markets. Don't watch or trade too many markets at once.

Wall Street on Sale by Vick

Hot stocks may get all the attention in the press, but, Timothy Vick argues in *Wall Street on Sale*, you're not going to beat the market chasing the latest high flyer. Vick, founder and editor of the newsletter *Today's Value Investor*, demonstrates how building a winning portfolio means becoming a smart shopper. He starts by offering a thorough definition of value investing, listing its seven principles: buy assets on sale; form a notion of value; avoid losses with a "margin of safety"; adopt a "for-sale" perspective; stick to it; be a contrarian; and ignore the market. Vick looks at the stocks listed in the S&P 500 index from late 1994 to mid-1997. The stocks at the beginning of the test period with a price/earnings ratio below 7 gained an average of 228.3 percent compared to an 85.3 percent return for the entire index. Those low P/E or undervalued stocks were the real winners.

No Shortcuts to the Top by Viesturs and Roberts

In the opening scene of Viesturs's memoir of his quest to become the first American to climb the 14 mountains in the world higher than 8,000 meters, he and a friend nearly get thrown off the face of K2 when they're caught in an avalanche. It's one of the few moments in the story when his life genuinely seems at risk, as his intense focus on safety is generally successful. "Getting to the top is optional," he warns. "Getting down is mandatory." That lesson comes through most forcefully when Viesturs recounts how he almost attempted to reach the summit at Everest the day before the group Jon Krakauer wrote about in *Into Thin Air*, but backed out because it just didn't feel right. His expertise adds a compelling eyewitness perspective to those tragic events, but the main focus is clearly on Viesturs and his self-imposed "Endeavor 8000." From his earliest climbs on the peaks of the Pacific Northwest to his final climb up the Himalayan mountain of Annapurna, Viesturs offers testimony to the sacrifices (personal and professional) in giving your life over to a dream, as well as the thrill of seeing it through.

The Making of an American Capitalist by Lowenstein

By picking the right stocks and businesses to invest in, plainspoken Nebraskan Warren Buffett became the richest man in the U.S. In this excellent biography, Wall Street Journal reporter Lowenstein details the billionaire stock market wizard's strategy of betting on the long-term growth of a handful of successful companies such as American Express and Berkshire Hathaway. Providing personal glimpses of a very private man, Lowenstein unearths childhood traumas such as the tormenting rages of Buffett's mother and his forced relocation to Washington, D.C., in 1943, where, at 13, he ran away from home (he was found by the police the next day). Buffett's wife, Susan Thompson, a nightclub singer, walked out on him in 1977 and was quickly replaced by his mistress, Latvian-born Astrid Menks. Lowenstein profiles an emotionally guarded, "strangely stunted" Midas obsessed with work and secrecy, who seemingly derives little pleasure from his fabulous wealth.

Buffettology by Buffet and Clark

In *Buffettology*, Mary Buffett, with the help of David Clark, details Warren Buffett's approach to investing. It's a style of investing based on the work of Benjamin Graham and one that requires a quality that most investors lack-- discipline. Mary Buffett writes, "As you read through this book you will come to see that having a business perspective on investing is more about discipline than philosophy.... In short, other people's follies, brought on by fear and greed, will offer you, the investor, the opportunity to take advantage of their mistakes and benefit from the discipline of committing capital to investment only when it makes sense from a business perspective.... You will find that almost everything that relates to business perspective investing is alien to Wall Street folklore.

Stock Market Miracles by Cook

The author of *Wall Street Money Machine* now presents a collection of new and innovative methods to help amateur investors achieve fantastic returns on their investments. *Stock Market Miracles* features samples of strategies the author has used successfully, examples of actual trades, and definitions of key investment terms.

Brilliant Deductions by Cook

While most of the books by Wade Cook are about building wealth, this one is about preserving it. Wade shows you how to avoid the three financial Goliaths: lawsuits, income taxes and death taxes. You'll read about the six different types of Entities to preserve your wealth and the advantages of a tax free entity. You'll read about section 42 on tax credits that allows for up to a 70% tax credit. This book shows how to pay the absolute minimum in taxes and enjoy the maximum protection from lawsuits.

How to Pick Stocks like Warren Buffett by Vick

A \$10,000 investment in Warren Buffett's original 1956 portfolio would today be worth a staggering \$250 million ... after taxes! What are his investing secrets? *How to Pick Stocks like Warren Buffett* contains the answers and shows, step-by-profitable-step, how any investor can follow Buffett's path to consistently find bargains in all markets: up, down, or sideways. *How to Pick Stocks like Warren Buffett* sticks to the basics: how Buffett continually finds bargain stocks passed over by others. Written by an actual financial analyst who uses Buffett's strategies professionally, this tactical how-to book includes: comprehensive financial tools and information, strategy-packed "Buffett in action" boxes and Buffett's own stock portfolio continually updated on the author's website!

The Superstock Investor by LaLoggia and Mahon

Today's active investors enjoy spotting, tracking, and paying bottom dollar on undiscovered gems. In *The Superstock Investor*, stock-picking icon Charles LaLoggia provides the tools and insights sharp investors need to uncover ready-to-perform stocks--and walks the reader step-by-step through the process of identifying and selecting these stocks before they break out to become true Superstocks. Whether sniffing out prime consolidation

candidates or spotting takeover candidates in multiple-bidder situations, *The Superstock Investor* provides every clue active investors need to find the best in undervalued stocks.

The Millionaire Women Next Door by Stanley

More than a simple extension of his studies of male millionaires, *Millionaire Women Next Door* presents groundbreaking concepts involving the nature, lifestyle, and business choices of successful American women that reach far beyond the scope of the author's previous studies. The book examines the choice of businesses elected by self-employed women, ranking over 150 categories in terms of their profitability and probability of success. It also describes the women's background, highlighting the fact that most millionaire women were raised in nurturing family environments that were literally training grounds for success, instilling the values that make this group one of the most generous in American society as demonstrated by its level of giving to charities, family, and friends. While many characteristics such as frugality and simplicity of lifestyle are similar to those of their male counterparts, Stanley demonstrates that most millionaire women work harder and do better at school, in business, and in investment practices.

Getting Started in Options by Thomsett

During the recent market turmoil, option trading volume actually increased, but many are still unsure of the opportunities that options present, simply because they don't fully understand how this market works. With *Getting Started in Options*, author Michael C. Thomsett looks to change this. In non-technical, easy-to-follow terms, this accessible guide thoroughly demystifies the options markets, distinguishes the imagined risks from the real ones, and arms investors with the facts they need to make more informed decisions.

Sector Funds for Trophy Returns by Schield

My intent with this book is to help investors succeed. This book outlines a strategy for equity investing. This book is not a guide on how to set your financial goals or how much money you will need at retirement. This book presents a simple and reliable investment strategy that will outperform 90% of all growth funds over time with less risk. The strategy is designed to preserve your hard-earned cash, and to share in the potential from investing in sector mutual funds. *Sector Funds for Trophy Returns* has helped thousands in reaching their financial goals.

Buying Stocks without a Broker by Carlson

It's been called "The investment guide Wall Street didn't want published," and it ignited the commission-free investment revolution! With *Buying Stocks without a Broker*, Charles B. Carlson, CFA, thoroughly updates his unique guide to dividend reinvestment plans. Better known as DRIPs, these investor-friendly programs give you a safe method for buying stocks directly from issuing companies, often with a discount and always without paying commission fees to brokers. If you want to own stock but resent paying commissions, you'll get the best of both worlds with this edition's.

John Neff on Investing by Neff

From 1964 to 1995, Neff managed the large Windsor mutual fund, which consistently beat the stock market's average returns. In this wise and engaging volume, Neff and finance writer Mintz (Five Eminent Contrarians) team up to explain how Windsor did it and how smaller-scale investors might duplicate Neff's success. The result is half financial advice, half autobiography.

The Stock Market Barometer by Hamilton

One of the most reliable stock market predictors is Dow's Theory, developed by Charles H. Dow, the founder of The Wall Street Journal. That theory, which makes sense of the fluctuations of the Dow-Jones Industrial Average, is clearly and simply explained in *The Stock Market Barometer* by W.P. Hamilton. As Hamilton wrote, "The Dow-Jones average is still standard, although it has been extensively imitated. There have been various ways of reading it; but nothing has stood the test which has been applied to Dow's theory." Besides providing this valuable explanation for anyone wishing to understand the rise and fall of stocks, Hamilton analyzes the history of the stock market since 1897.

Beating the Street by Lynch

Until retiring in 1990, Lynch was manager of the spectacularly successful Fidelity Magellan Fund. Here he recalls with self-deprecating humor and disarming candor how he went about choosing winning stocks for the \$12 billion fund, which, during one five-year period in the 1980s, earned investors a 300% return. Lynch strongly favors stocks over other investment vehicles but insists that "investigative" research into a corporation's prospects, including credit checks and visits to the firm's installations, is essential. "Focus on companies, not the stocks," he stresses, adding that on this basis limited partnerships, banks and even S & Ls can be sound investments.

How to Invest \$50 - \$5,000 by Dunnan

A perennial bestseller, Nancy Dunnan's *How to Invest \$50-\$5,000* has been a trusted advisor for more than two decades. But never before has the economy changed so radically in so short a time. This new edition reflects the latest, smartest strategies for small investing in the current economy, and has fully updated information on all of the recent changes in federal regulations and laws. Covering the full range of small investing—from selecting a bank to choosing specific investments to making sense of financial pages—Dunnam guides even the most inexperienced investor through the maze of stocks, bonds, treasuries, mutual funds, and more.

Microeconomics: study guide by Rush

Like a lens that brings the indistinct into focus, Parkin's *Microeconomics* introduces students to the art of seeing the invisible, teaching them interpret the story told by the economic indicators, uncover meaning hidden in the headlines, and gain a clear vision through economic analysis.

Macroeconomics 4th Edition by Nelson

Macroeconomics covers events and issues such as unemployment, recession, economic growth, inflation, the value of the dollar, the federal deficit, and international trade. This book provides visual presentation in the form of graphs and charts to help students see the magnitude of events in history such as the rise in inflation in the 1970's.

Public Finance 7th Edition by Hyman

Popular author and seasoned economist Dr. David Hyman delivers a balanced presentation of public policy that equips readers with a solid understanding of economic theory and how it affects policy issues. The text also describes public goods--the many instances in which the public sector does not make efficient decisions and the government must step in to provide goods efficiently and equitably to all members of society. The book provides comprehensive coverage of tax issues (the supply of public funds), as well as includes such topics as health care, cost-benefit analysis, and other issues that involve government-spending decisions--issues that deal with the demand for public funds. Packed with timely, real-world examples, *Public Finance* provides an interesting read that sparks lively student discussion and debate with its coverage of such hot topics as national defense and homeland security, pollution rights, Social Security reform, federal tax reform, the War in Iraq, and much more. Turning the spotlight on numerous international governments, the text also gives students an excellent overview of the role of economics in the global marketplace.

Fundamental Managerial Accounting Concepts 2nd Edition by Edmonds, Edmonds and Tsay.

Fundamental Managerial Accounting Concepts focuses on concepts that are isolated and introduced in a logical sequence. The authors intentionally limit the scope of the material to help students build a solid foundation of the most important concepts in managerial accounting. This book is organized in a distinctive way, particularly in the first six chapters. The objective is to establish a coherent, integrative framework that enables students to build knowledge in stepwise fashion. The authors' goal is for students to understand the underlying principles of accounting, not just memorize content.

Essentials of Corporate Finance 3rd Edition by Ross, Westerfield and Jordan.

Essentials of Corporate Finance is written to convey the most important concepts and principles of corporate finance at a level that is approachable for a wide audience. The authors retain their modern approach to finance,

but have distilled the subject down to the essential topics in 18 chapters. They believe that understanding the "why" is just as important, if not more so, than understanding the "how," especially in an introductory course. Three basic themes emerge as their central focus: an emphasis on intuition - separate and explain the principles at work on a common sense, intuitive level before launching into specifics. Underlying ideas are discussed first in general terms, and then followed by specific examples that illustrate in more concrete terms how a financial manager might proceed in a given situation; a unified valuation approach - Net Present Value is treated as the basic concept underlying corporate finance. Every subject the authors cover is firmly rooted in valuation, and care is taken to explain how decisions have valuation effects; a managerial focus.

Economics of Strategy 2nd Edition by Besanko, Dranove and Shanley.

Economics of Strategy seeks to supply an economic lens for viewing the broad sweep of the strategic activities of the firm. This book is organized in four parts. Part one focuses on the boundaries of the firm including economies of scale and scope, the economics of the make-versus-buy decision, the transaction costs of market exchange, and diversification. Part two covers competitive strategy from the perspective of individual organization economics. Part three covers strategic positioning and dynamics. Lastly, part four covers topics associated with internal organization, including the economics of agency relationships; the economics of organizational design; and politics, power and culture.

Statistics for Business and Economics 8th Edition by Anderson, Sweeney and Williams.

This market-leading text from well-respected authors Anderson, Sweeney and Williams introduces sound statistical methodology within a strong applications setting. Comprehensive coverage, trusted for its accuracy, allows you to select the topics best for your course, including coverage of the latest statistical and business software to manage statistical information.

Business Law 4th Edition by Goldman and Sigismond

This book offers a basic explanation of the legal rights and responsibilities of people in both the public and private sectors. Co-authored by a practicing attorney and a college professor, *Business Law* features practical and up-to-date content written in clear, straightforward language. The authors avoid using court jargon and show rather than tell students about the law with in-text examples, current and interesting cases, and ethical dilemmas. In addition to timely coverage of pressing issues, extensive pedagogical tools help students understand how business law applies to life. In-text examples immediately illustrate and reinforce the concepts under review. This edition supplements coverage of the fundamentals with in-depth coverage of emerging topics, such as ethics, online contracts, identity theft, electronic signatures, mental health courts, promises involving the statute of limitations, the legal effects of a general assignment, and title disclosure.

The Theory and Practice of International Financial Management by Click and Coval.

This book focuses upon the basic principles which together make a "toolkit" for analysis of issues in international finance. It also captures the importance and excitement of international financial management and highlights the new approaches in the field. It covers the theoretical foundations of international financial decisions and contains extensive applications of the theory to financial practice with a main objective of developing critical thinking skills regarding the theory and practice of international financial management.

Principals of Money, Banking and Financial Markets 10th Edition by Ritter, Silber and Udell.

Well-known for its engaging, conversational style, this text makes sophisticated concepts accessible, introducing students to how markets and institutions shape the global financial system and economic policy. The text incorporates current research and data while taking stock of sweeping changes in the international financial landscape produced by financial innovation, deregulation, and geopolitical considerations.

Businomics by Bill Conerly

In today's 24/7 marketplace, news about the economy dominates the front page of every newspaper. When it comes to applying the headlines to your company or industry, are you at a loss? *Businomics* connects the dots between the economy and everyday business decisions including: staffing levels, inventory, capital expenditures, financial structure, and investments--and shows you how you can profit and protect your business during any economic cycle. You'll learn how to develop early warning systems for economic problems--and to understand how local, regional, and foreign business cycles could affect your bottom line.

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