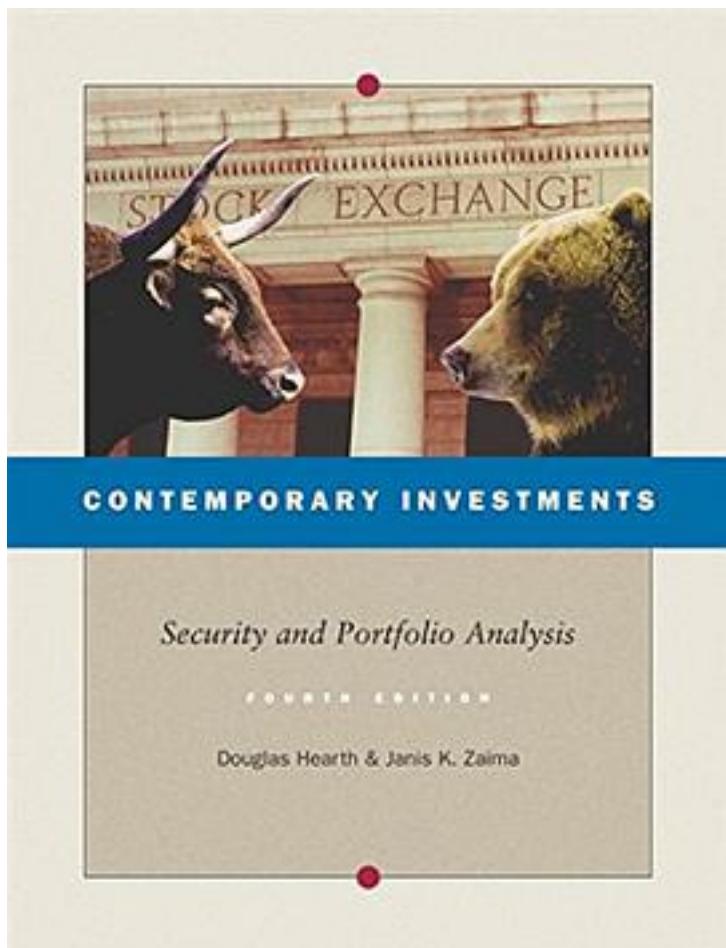


# Contemporary Investments



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This text is written in an informal, conversational style with emphases on investing in common stocks and traditional security analysis, applications, historical context, qualitative factors, and relevance to the individual investor. There is extensive use of

real companies and investment situations using the likes of Disney, Home Depot, Intel, Microsoft, Nike, Southwest Airlines, and Wal-Mart. Most chapters have one or more mini-cases.

## 作者介绍:

Professor Douglas Hearth is a member of the finance faculty at the Walton College of Business, University of Arkansas, where he currently serves as director of the personal financial management program. He also served as finance department chair from 1989 to 1996. Prior to that, Dr. Hearth was a faculty member at the University of Colorado. He earned his bachelor's degree at the University of Wisconsin and his Ph.D. at the University of Iowa.

Dr. Hearth is the author of numerous academic and professional articles, and has served as a consultant for government and business. He is also the co-author of *Contemporary Investments*, published by South-Western. Janis K. Zaima is a Professor of Finance at San Jose State University. She obtained her PhD in Finance from University of Washington in Seattle. Her research work in the areas of divestitures and sell-offs, small firm effect, and bond rating changes has been published in *Journal of Finance*, *Financial Management*, *Journal of Financial Research*, *Financial Review*, and *Journal of Business, Finance & Accounting*. Recent research interests include topics in corporate metrics such as EVA and the whispers earnings forecast. She is a reviewer for the *Journal of Financial Research*, *Financial Review*, *The Quarterly Review of Economics and Finance*, and the *Journal of Economics and Business*. She has served on the City of San Jose Investment Finance Committee and has taught in the corporate MBA programs, most recently at Cisco.

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