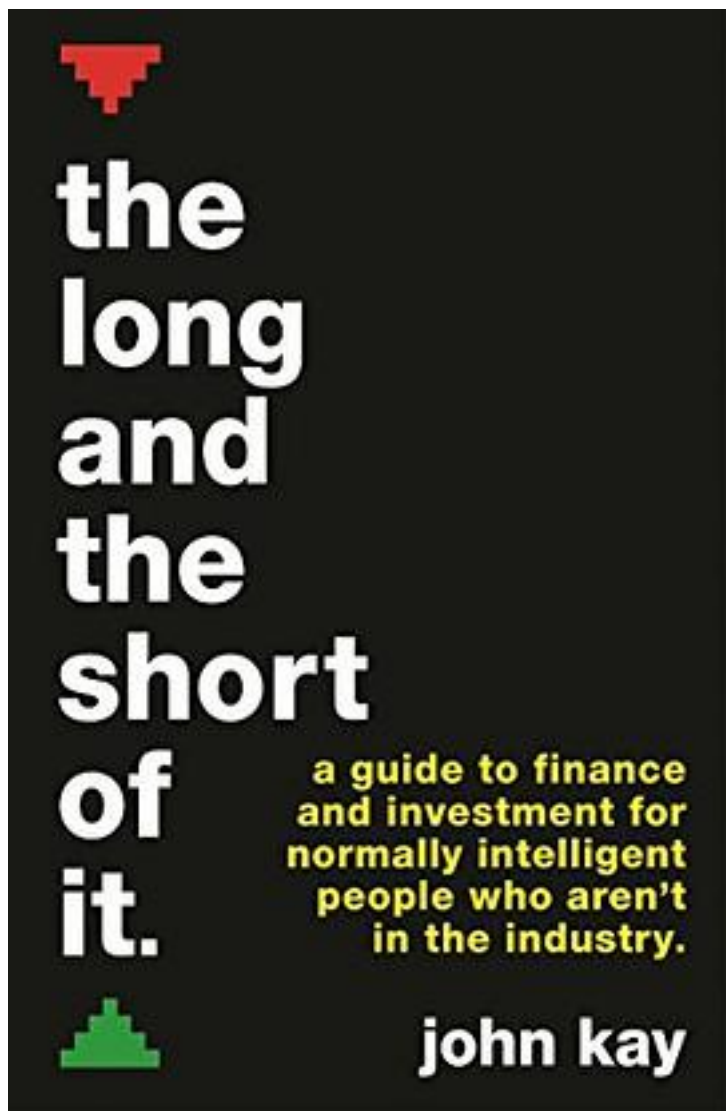# The Long and the Short of It

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著者:John Kay

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The follies of finance have threatened the stability of the global economy, and the world of finance has become increasingly complex and sophisticated, but also greedy, cynical and self-interested. The Long and the Short of It provides a guide to the complexities of modern finance and explains how to put your finances in the only hands you can confidently trust - your own.

In this new, wholly updated edition of The Long and the Short of It, you will learn everything you need to be your own investment manager. You will recognise your investment options, the institutions that try to sell them, and how to distinguish between fact and fiction in what companies say. You will discover the principles of sound investment and the research that supports these principles. Crucially, you will learn a practical investment strategy and how to implement it.

Leading economist and hugely successful investor John Kay uses his academic credentials and practical experience to lay out the key principles of investment with characteristic clarity and dry humour. This is the only book about finance and investment anyone needs, and the one book they must have.

作者介绍:

John Kay is 'both a first-class economist and an excellent writer' (Financial Times). He is a visiting professor at the London School of Economics, a Fellow of St John's College, Oxford and director of several public companies. He contributes a weekly column to the Financial Times. He chaired the UK government review of Equity Markets which reported in 2012 recommending substantial reforms. He is the author of many books including Obliquity [9781846682896] and Other People's Money [9781781254455] both published by Profile Books.

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