

Introduction to Online Investment Research



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Introduction to Online Investment Research outlines a proven methodology for efficiently researching personal investment choices using the vast array of resources available online. Focusing on the most common investment questions, this book provides you with the research tools and techniques necessary to help you make effective portfolio management decisions on a wide variety of income and equity products. Like all the titles in the Business Research Series, this book is conveniently divided into four sections containing a number of business research applications that can be used for both in-house research training and reference. Internet research can be quick, easy, and abundant - but also challenging. Research sites sometimes come and go, and sources can be questionable. The Business Research Solutions Series provides comprehensive business and financial research reference guides and online training manuals to bridge a major gap in the field of online research methodology. This resourceful and innovative multi-volume series of reference guides teaches readers how to approach a research problem, how to select the best online sources, and how to effectively use these sources. It also suggests alternate low-cost solutions for many standard questions and problems. A must-have for professionals involved in company research, these invaluable tools provide step-by-step advice on how to analyze, interpret, and present data for informed decision-making.

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