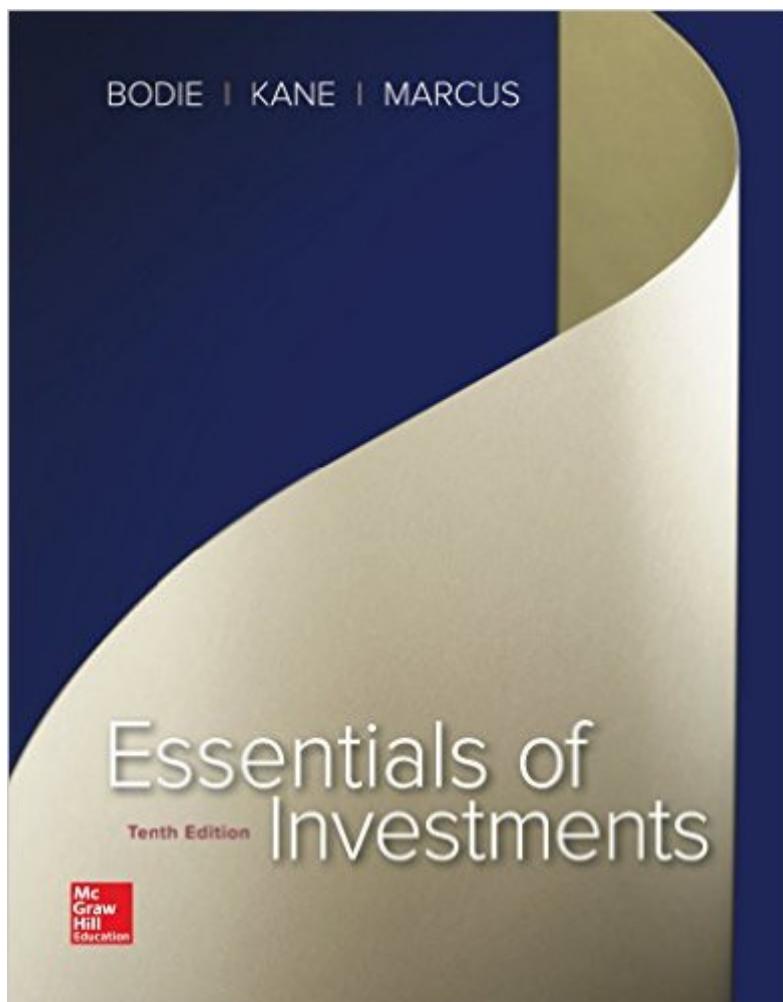


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# Essentials Of Investments (The Mcgraw-Hill/Irwin Series In Finance, Insurance, And Real Estate)



## **Synopsis**

The market leading undergraduate investments textbook, *Essentials of Investments* by Bodie, Kane, and Marcus, emphasizes asset allocation while presenting the practical applications of investment theory. The authors have eliminated unnecessary mathematical detail and concentrate on the intuition and insights that will be useful to practitioners throughout their careers as new ideas and challenges emerge from the financial marketplace. The Tenth Edition includes increased attention to changes in market structure and trading technology, while continuing to be organized around one basic theme - that security markets are nearly efficient.

## **Book Information**

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## **Customer Reviews**

I'm in college and this book was required reading in my investments course. I read it nearly cover-to-cover (skipping just 2 chapters) and can say that this is a solid introduction to investments. The amount of information this book covers is quite broad, and the authors usually do a good job of balancing the difficulties of giving too little vs. too much information. Occasionally, I did feel some areas warranted more discussion, such as those discussing mutual funds and ETFs. But overwhelmingly the authors give readers enough usable information that further research is then much easier. Part two on Portfolio Theory is particularly good. Specifically, chapter 6 does a really good job of illustrating how 'efficient diversification' results in the best results. The first time I read their discussion of the efficient frontier I was struck by how well the explanations illustrated the concept. Numerous graphs hammer points home, and even the sidebars (which, in many textbooks, can be filler) provide interesting asides to the topics under discussion. I also appreciate their Excel

examples injected within the text. It is very nice to be able to see exactly what I can do to get the same results they get; in other books, it can be harder to convert the theory discussed in the book into actual practical information. I consider myself someone who is quite proficient at using spreadsheet software, but a few of their examples utilized tools that I wasn't familiar with. The authors are generally critical of active investing, citing numerous studies that again and again show the benefits of passive investment strategies and the failure of active funds to consistently deliver above-average results.

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