



The Investor's Guidebook to Equities: Equity Pricing, Trading, and Investing

Stuart R. Veale

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A concise, yet comprehensive, guidebook to understanding equity investments.

This authoritative guide provides all the information that both the professional and individual investor will need to succeed in today's equity market, including:

- The role that equities play in a company's capital structure and in a portfolio
- Determining and optimizing a company's weighted average cost of capital
- The role of preferred stock within a company's capital structure
- The various types of preferred stock
- How new stocks are issued
- The top ten equity strategies
- Alternative ways to obtain equity exposures

[box] The Investor's Guidebook series presents investment vehicles and strategies from both the issuers' and the investors' perspectives. Starting with basic concepts and then building to state of the art pricing models, strategies, and tactics, these succinct handbooks will be useful for everyone from new hires through experienced professionals. Unlike most books, which are read once and sit on the shelf, professionals will refer to these books repeatedly throughout their careers. [end box]

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Jeffrey Cooks:

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