

Investing Online

Benton E. Gup

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Benton E. Gup : Investing Online before purchasing it in order to gage whether or not it would be worth my time, and all praised Investing Online:

In a clear and concise form, this text explains the basics of investing online, highlighting what investors should know before, during, and after they invest. The text covers information needed for the entire process of investing online, including dealing with brokers online, analyzing and determining the value of investments, and managing an investment portfolio. Accessible to a broad audience, this text is ideal for course use, as well as for investment professionals interested in investing online. Explores getting started online, analyzing different securities, and making investment decisions. Explains what investors should know before, during, and after investing. Includes a directory of websites useful for investors. Highlights main points with end-of-chapter questions and 'Investor Insight' boxes. Written in an engaging style and accessible to a broad audience.

"Given the phenomenal growth in website investment information and online trading over the last decade, Investing Online is quite timely. Benton Gup's integrated treatment of investment concepts, and the use of website investment information, makes this book a worthwhile reading for those who want to take investment fundamentals from theory to practice. For those investment teachers looking for a book that will show their students how to practically apply investment fundamentals, Investing Online is also a perfect complement to core investment books." -- Stafford Johnson, Xavier University

From the Back Cover

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online, highlighting what investors should know before, during, and after they invest. Written in an engaging style, this text gives the reader instant access to information previously available only to investment professionals. The chapters cover the entire process of investing online, enabling the reader to: understand securities markets and regulations deal with brokers and dealers online become familiar with stocks, bonds, and mutual funds analyze and determine the value of investments manage an investment portfolio The text makes extensive use of online resources, providing a directory of websites at the end of the book, and referring the reader to relevant websites in the end-of-chapter questions.

Additionally, "Investor Insights" boxes use practical examples to illustrate key points for the reader.

Accessible to a broad audience, this text is ideal for course use, as well as for investment professionals interested in investing online. About the Author Benton E. Gup holds the Chair of Banking at the University of Alabama, and has held banking chairs at the University of Virginia and the University of Tulsa. He is the author of 19 books, including *The Basics of Investing*, now in its fifth edition, and is also widely published in top financial journals including *The Journal of Finance*, *The Journal of Financial and Quantitative Analysis*, *The Journal of Money, Credit, and Banking* and *The Journal of Banking and Finance*.