CONTENTS

PRE	FACE	ix
BAS	IC INVESTMENT CONCEPTS	1
1	PERSONAL FINANCIAL PLANNING	3
2	INTRODUCTION TO ALTERNATIVE INVESTMENTS	14
3	RISK AND THE EFFICIENT MARKET HYPOTHESIS	30
	Appendix: Basic Statistical Concepts	40
4	INTRODUCTION TO SECURITIES MARKETS	44
	Appendix: Commission Rates	55
5	THE VALUATION OF INVESTMENT ASSETS	59
	Appendix: Present Value Tables and Their Uses	70
FUN	DAMENTAL ANALYSIS	75
6	RATIO ANALYSIS, COMPETITION, AND QUALITY OF MANAGEMENT	77
7	PRICE-EARNINGS RATIOS AND GROWTH STOCKS	89
8	READING ACCOUNTING STATEMENTS	99
9	CORPORATE OBJECTIVES AND MARKET PERFORMANCE	113
10	SOURCES OF FINANCIAL INFORMATION	120

III	TE 0	UNION ANALYSIS AND DELATED TODICS	107	
	IEU	HNICAL ANALYSIS AND RELATED TOPICS	137	
	11	INTRODUCTION TO TECHNICAL ANALYSIS	139	
	12	STOCK MARKET TIMING AND FORECASTING	155	
	13		169	
JV	POR	TFOLIO THEORY AND ALTERNATIVE INVESTMENTS	189	
	14	PORTFOLIO THEORY AND MANAGEMENT	191	
	15	MUTUAL FUNDS	201	
	16	FIXED-INCOME SECURITIES	212	
	17	OPTION SECURITIES	228	
	18	REAL ESTATE	241	
	19	COMMODITIES AND RELATED INVESTMENTS	254	
T				
V	SPE	CIAL TOPICS	263	
	20	THE IMPORTANCE AND ECONOMIC FUNCTIONS OF THE STOCK MARKET	265	
	21	REGULATION AND REFORM IN THE SECURITIES INDUSTRY	272	
	22	INVESTING: AN OVERVIEW	285	
	GLOSSARY		289	
	INDEX			