



Visual Guide to Financial Markets (Bloomberg Financial)

David Wilson

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A highly visual look at major investment opportunities from the minds at Bloomberg

The essential guide for anyone trying to get a handle on the fundamentals of investing, the *Bloomberg Visual Guide to Financial Markets* distills 30 years of Bloomberg expertise into one straightforward, easy-to-read volume. The book teaches readers about three basic investment options—governments, companies, and real assets, including gold and other commodities—and offers valuable insights into money-market securities, bonds, stocks, derivatives, mutual funds, exchange-traded funds, and alternatives.

Designed to help financial professionals, students of finance, and individual investors understand the markets in which they're investing, the book begins with simple investments before moving on to more complex choices.

- Explains bonds, stocks, derivatives, mutual funds, exchange-traded funds, and alternatives such as hedge funds
- Explores the three Rs of returns, risks, and relative value that are associated with each type of investment
- Provides a highly visual presentation with an emphasis on graphics and professional applications

The Bloomberg Visual Guide to Financial Markets gives the reader a clear picture of what underlies market structure, instruments, and dynamics and how to capitalize on these elements.

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