



# Visual Guide to Financial Markets

By 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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## **Visual Guide to Financial Markets By David Wilson Bibliography**

- Sales Rank: #1132651 in Books
- Published on: 2012-07-24
- Original language: English
- Number of items: 1
- Dimensions: 6.90" h x .60" w x 10.00" l, 1.00 pounds
- Binding: Paperback
- 192 pages

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## **Editorial Review**

From the Back Cover

### **Bloomberg Financial series Visual Guide to financial markets**

An essential resource for anyone looking to get a handle on the fundamentals of investing, the *Bloomberg Financial Series Visual Guide to Financial Markets* is designed to help you understand and make the most of opportunities in any financial market.

With extensive coverage of the three basic types of investments—governments, companies, and hard assets, including gold, commodities, and real estate—the book is packed with invaluable information on the markets tied to them directly and indirectly. Lavishly illustrated throughout with charts and other visual aids that highlight the concepts covered, the book brings the information you need vividly to life.

Beginning with simple investments before moving on to more complex opportunities, the book emphasizes the three Rs of financial market investing: returns, risks, and relative value. There are discussions of interest and dividends, the factors that can work against investors, and the methods used to determine whether an asset is cheap, expensive, or fairly valued. Examining how these relate to each investment class, the book presents key information on bonds, stocks, derivatives, mutual funds, exchange-traded funds, indexes, and much more.

Designed to help financial professionals, students of finance, and individual investors alike, the *Bloomberg Financial Series Visual Guide to Financial Markets* gives you a clear picture of the forces that underlie market structure, instruments, and dynamics and how to capitalize on them. Filled with practical information presented in a readily accessible, easy-to-use format, this book is an indispensable resource for anyone who wants to gain insight into the often confusing world of financial markets.

The Bloomberg Financial Series Visual Guides cover today's most relevant finance and trading topics in a comprehensive, yet easy-to-follow style. The content is presented in the most visual of manners thus bringing to life key concepts for finance professionals and truly lives up to the series name by examining concepts in a highly visual way—all charts are in color and presented in a large format for ease of use. Other strong visual attributes include consistent elements that function as additional learning aids for the reader, such as: Key Points, Definitions, Step-by-Step, Do It Yourself, and Bloomberg Financial Series Visual Guide functionality.

And for e-reader users, the *Bloomberg Financial Series Visual Guides* are available as enhanced e-books offering special features, like a Test Yourself section where you can test your newly honed knowledge and skills. The enhanced e-book versions also include video tutorials and special pop-up features. They can be purchased wherever e-books are sold.

### About the Author

**David Wilson** has covered financial markets since the 1980s. He has served as a managing editor, bureau chief, columnist, radio host, and stock market reporter at Bloomberg News, and has taught business and financial journalism courses that he created to staff members worldwide. He currently writes the "Chart of the Day" column for Bloomberg and reports on stocks hourly for Bloomberg Radio.

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