

Bofa Merrill Lynch Global Research

Ben Bernanke's swearing in as Federal Reserve chairman in 2006 marked the end of Alan Greenspan's long, legendary career. To date, the new chair has garnered mixed reviews. Business economists see him as the best-qualified successor to Greenspan, while many traders and investors worry that he's too academic for the job. Meanwhile, many ordinary Americans do not even know who he is. How will Bernanke's leadership affect the Fed's actions in the coming years? How will Bernanke build on Greenspan's success, but also put his own stamp on the Fed? What will all this imply for businesses and investors? In Ben Bernanke's Fed, Ethan Harris provides exceptional insights into these crucial issues. As a leading "Fed watch" economist, Harris draws on Bernanke's academic research, his speeches as a governor of the Fed, and his first two years on the job to shed light on:

- How the Federal Reserve analyzes and manages the economy using a synthesis of classical and Keynesian theory
- Bernanke's strategies for fighting inflation
- The implications of the new chair's remarkably plain-spoken style
- How Bernanke has cultivated diverse viewpoints but still builds consensus within the Fed

Engaging and discerning, this book demystifies the man who has stepped into what many describe as the second most powerful job in America.

An investment banker and professor explains what really drives success in the tech economy. Many think that they understand the secrets to the success of the biggest tech companies: Facebook, Amazon, Apple, Netflix, and Google. It's the platform economy, or network effects, or some other magical power that makes their ultimate world domination inevitable. Investment banker and professor Jonathan Knee argues that the truth is much more complicated—but entrepreneurs and investors can understand what makes the giants work, and learn the keys to lasting success in the digital economy. Knee explains what really makes the biggest tech companies work: a surprisingly disparate portfolio of structural advantages buttressed by shrewd acquisitions, strong management, lax regulation, and often, encouraging the myth that they are invincible to discourage competitors. By offering fresh insights into the true sources of strength and very real vulnerabilities of these companies, *The Platform Delusion* shows how investors, existing businesses, and startups might value them, compete with them, and imitate them. *The Platform Delusion* demystifies the success of the biggest digital companies in sectors from retail to media to software to hardware, offering readers what those companies don't want everyone else to know. Knee's insights are invaluable for entrepreneurs and investors in digital businesses seeking to understand what drives resilience and profitability for the long term.

2014: What lies ahead for stocks, bonds, commodities, currencies and real estate? This book is a vital financial roadmap for investors for 2014. Sunil Kewalramani points out how he expects a steep fall in most global indices over the summer of 2014 followed by a dramatic recovery over the rest of 2014. Sunil Kewalramani is a professional money manager and has advised and consulted for MNCs, institutional investors, mutual funds, pension funds and high net worth individuals in various parts of the world. Sunil Kewalramani is an MBA from the Wharton Business School U.S.A, a CPA, Chartered Accountant from India and holds a Master's Degree in Law and in Accounting from the University of Mumbai. He is the CEO of Global Money Investor, a professional money management company with over \$ 879 Million under management. He has appeared regularly on Bloomberg, CNBC and ET NOW. He has regularly written in magazines and newspapers throughout the world such as *The Economic Times*, *The Strategic Management Journal*, *Outlook Money Magazine*, *Business Standard*, *The Business Line*, *Financial Express*, *Mint* and *the Financial Chronicle*. Sunil Kewalramani had correctly predicted that the 'Great Financial Crisis' shall recede after March 2009. He had also correctly predicted the 'oil crash of 2009', the 'structural bull market in gold in the 2000s', the 'crash of silver in May of 2011', the 'end of commodity super cycle in May of 2011', the 'crash of gold prices in June 2012' and had foretold the 'Greek financial crisis in December 2009' which ended up roiling world financial markets. Mr Kewalramani has addressed many conferences and addressed renowned management schools and colleges around the world.

A seminal shift has taken place in the world of investing. A clear and overarching reality has emerged which must be solved: financial considerations must factor in sustainability considerations for ongoing societal success, while sustainability issues equally need to be driven by a business case. As a result, investment practices are evolving, especially towards more positive philosophies and frameworks. *Sustainable Investing* brings the reader up to speed on trends playing out in each region and asset class, drawing on contributions from leading practitioners across the globe. Implications abound for financial professionals and other interested investors, as well as corporations seeking to understand future investment trends that will affect their shareholders' thinking. Policymakers and other stakeholders also need to be aware of what is happening in order to understand how they can be most effective at helping implement and enable the changes arguably now required for economic and financial success. *Sustainable Investing* represents an essential overview of sustainable investment practices that will be a valuable resource for students and scholars of sustainable banking and finance, as well as professionals and policymakers with an interest in this fast-moving field.

This book's easy-to-understand approach will enable readers to develop the required skills and apply statistical techniques to decision-making problems. The book will facilitate the teaching of business statistics techniques as well as enhance the learning experience for students.

Key Features

- Strictly as per the syllabus of NEHU
- Large number of solved as well as practice problems
- Includes pedagogical elements like Conceptual Questions, Self-practice Problems with Hints and Answers
- Includes model question papers

The fourth edition of *Business Statistics* builds upon the easy-to-understand, problem-solving approach that was the hallmark of the previous editions. Through detailed discussions on procedures that facilitate interpretation of data, this book enables readers to make more considered and informed business decisions. Using tools of application and practice in a variety of solved examples and practice problems, this book will sharpen the students' understanding of basic statistical techniques. *Business Statistics, 4e*, serves as a core textbook for students of management, commerce and computer science studying business statistics for degrees in BBA/MBA/PGDBM, BCom /MCom, CA/ICWA, and BE/ BTech /MCA as well as for those preparing for professional and competitive examinations.

Key Features

- Learning Objectives clearly outline the learning outcomes of each chapter
- Case Studies illustrate a variety of business situations and suggest solutions to managerial issues using specific statistical techniques
- A Chapter Concepts Quiz at the end of each chapter reinforces students' understanding of the basic principles and applications
- Conceptual Questions, Self-Practice Problems, Review Self-Practice Problems with Hint and Answers enable students, after each chapter, to practice and then evaluate themselves

A science journalist travels the world to explore humanity's ecological devastation—and its potential for renewal in this

“compelling read” (Guardian, UK). We live in times of profound environmental change. According to a growing scientific consensus, the dramatic results of man-made climate change have ushered the world into a new geological era: the Anthropocene, or Age of Man. As an editor at Nature, Gaia Vince couldn't help but wonder if the greatest cause of this dramatic planetary change—humans' singular ability to adapt and innovate—might also hold the key to our survival. To investigate this provocative question, Vince travelled the world in search of ordinary people making extraordinary changes to the way they live—and, in many cases, finding new ways to thrive. From Nepal to Patagonia and beyond, Vince journeys into mountains and deserts, forests and farmlands, to get an up close and personal view of our changing environment. Part science journal, part travelogue, *Adventures in the Anthropocene* recounts Vince's journey, and introduces an essential new perspective on the future of life on Earth.

As investors scramble to rebuild decimated portfolios, many claim to know the secrets to investment success — some focus on a small niche market and patiently wait, some take a more expansive, global view, while others are focused entirely on numbers. Whatever styles or combinations are used, all investors are looking to do one thing: achieve excellent results in investing relative to the risk they take on.

Use rule-based investment strategies to maintain trading and investment discipline, and protect yourself from fear, greed, pride, and other costly emotions! Since the mid-1990s, assets under management in rule-based or non-discretionary hedge funds have outgrown those in discretionary or qualitative funds. Recent research shows that rule-based funds have outperformed discretionary funds on a risk-adjusted basis over the past 30 years, and have especially outperformed during recent financial crises. This is the first comprehensive guide to designing and applying these sophisticated strategies. Combining academic rigor and practical applications, it explains what rule-based investment strategies are, how to construct them, and how to distinguish bad ones from good ones. Unlike any other guide, it systematically covers every facet of the topic, including Forex, rates, emerging markets, equity, volatility, and other key topics. Credit Suisse head of global strategy and modeling, Chiente Hsu, covers carry, momentum, seasonality, and value-based strategies; as well as the construction of portfolios of rule-based strategies that support diversification. Replete with realistic examples, this book will be a valuable resource for everyone concerned with effective investing, from traders to specialists in applied corporate finance.

The Singapore Perspectives series is a yearly publication that provides critical analysis of emerging trends and issues Singapore faces in terms of social, economic and political development. It is a quick and essential reference for understanding the broad policy discussions that animate thought leaders, policy-makers and the public in the country during the immediate period or that are likely to do so in the short and medium term. This edited volume brings together papers presented at the Singapore Perspectives 2012 Conference. The Conference came in the wake of Singapore's General Elections held on May 7, 2011, whose outcome resulted in Singapore's political leaders taking a fresh look at Singapore's public policy. More importantly, the government has pledged to reconnect with all segments of society, as it grapples with the issues that have arisen. Some of the major issues discussed in the book include the widening income gap, the affordability of housing and healthcare, as well as the re-examination of the processes of citizen participation in policy-making. The book also includes the speech made by Mr Tharman Shanmugaratnam, Deputy Prime Minister of Singapore, that outlines his views on the model of governance and policies that would help the country bridge the divides. Co-published by the think-tank, the Institute of Policy Studies, Singapore, this is a useful publication for those with an interest in understanding the governance challenges facing a small, highly globalised economy and nation-state, or those who want a quick feel of the pulse of Singapore.

The OECD Business and Finance Outlook is an annual publication that presents unique data and analysis on the trends, both positive and negative, that are shaping tomorrow's world of business, finance and investment.

The presentations at this NASA-hosted Symposium in honor of Mino Freund will touch upon the fields, to which his prolific mind has made significant contributions. These include low temperature physics, cosmology, and nanotechnology with its wide-ranging applicability to material science, neuroscience, Earth sciences and satellite technology. To learn more about Mino's career you can download the "Tribute" <http://multimedia.seti.org/mino/Tribute.pdf> which outlines his journey from (i) low-temperature physics and superconductivity at the ETH Zürich to (ii) building one remarkable milliKelvin refrigerator for the US-Japan IRTS mission at UC Berkeley and ISAS in Japan to (iii) a decade in cosmology, to (iv) being on the micro-bolometer team at NASA Goddard for the HAWC instrument on SOFIA, to (v) developing at AFRL the nanotechnology portfolio for the entire Air Force. This was followed by six years at the NASA Ames Research Center, where Mino formulated his far-ahead ideas about swarms of capable nanosats circling the Earth, which have since started to become a reality. He engaged in a broad range of nanotechnology projects, including novel applications in neuroscience well before he himself was struck by the deadly brain tumor.

A volume of essays by experts and thought leaders of the European Commission's High Level Expert Group on Sustainable Finance.

Increase the odds you won't run out of money in retirement – using debt! Conventional wisdom is wrong – being debt free in retirement may actually increase your risk. *The Value of Debt in Retirement* teaches you how incorporating debt into your retirement strategy may increase your return, lower your taxes and actually lower your risk. You read that right. If handled correctly, debt—that thing we've all been taught to avoid—can play an integral role in your life, especially in retirement. New York Times Best Selling Author and nationally acclaimed financial expert Tom Anderson shows you how to use the time tested strategies of the best companies and the ultra rich to retire comfortably, minimize taxes, buy the things you have always wanted to have and do the things you have always wanted to do. Thought provoking and against the grain, Anderson explains why your risk tolerance doesn't matter, why being debt free may actually increase your risk and why rushing to pay off your mortgage may be a financial disaster. Full of shocking revelations and tricks high- net-worth individuals have used for years, *The Value of Debt in Retirement* opens the world to a new approach to wealth management in retirement, one that factors in both sides of the balance

sheet as an integrated ecosystem. Real-world case studies illustrate how informed debt strategies can lead to a happier, healthier retirement. See how an individual with a net worth of more than \$5 million can spend \$20,000 per month - after taxes - and pay less than \$5,000 per year in taxes, how it is possible to increase your rate of return by 50%, and how a lower risk portfolio with debt could increase the chances you do not run out of money. Specifically written to Baby Boomers, practical guides and checklists show how to use debt strategies to fund primary and secondary properties, refinance credit card debt, and finance hobbies, such as cars and boats and recreational vehicles. Additional guides show how you can help your children, help your parents and leave a bigger legacy for your heirs and favorite charities. Regardless of your net worth, *The Value of Debt in Retirement* provides tools to use to apply these concepts to your personal situation. There is no free lunch: the book delivers a balanced perspective focusing on the potential risks and benefits of the strategies discussed. A discussion on economic history highlights some of the shocks the economy may face and provides important warnings that you should factor into your retirement plan. Anderson not only shows that your life expectancy may be longer than you think, but also illustrates that many investors may be on track to average returns well under 4% for the next ten years – a potentially devastating combination. Irrespective of your beliefs about debt, *The Value of Debt in Retirement* proves risk is more important than return for retirees and provides suggestions on ways to minimize that risk. Not all debt is good and high levels of debt are bad. *The Value of Debt in Retirement* is about choosing the right debt, in the right amounts, at the right time. Perhaps most importantly, this book isn't for everybody. This book requires responsible actions. If you can't handle the responsibility associated with the ideas then this book then it isn't for you. If you need a rate of return under 3% from your investments then you may not need this book. But if you can handle the responsibility and if you need a return above 3%, this book may offer insights into the best (and potentially only) way to achieve your goals.

A Smithsonian Magazine Top Ten Best Science Book of 2020 The MacArthur grant-winning “Erin Brockovich of Sewage” tells the riveting story of the environmental justice movement that is firing up rural America, with a foreword by the renowned author of *Just Mercy* MacArthur “genius” Catherine Coleman Flowers grew up in Lowndes County, Alabama, a place that's been called “Bloody Lowndes” because of its violent, racist history. Once the epicenter of the voting rights struggle, today it's Ground Zero for a new movement that is Flowers's life's work. It's a fight to ensure human dignity through a right most Americans take for granted: basic sanitation. Too many people, especially the rural poor, lack an affordable means of disposing cleanly of the waste from their toilets, and, as a consequence, live amid filth. Flowers calls this America's dirty secret. In this powerful book she tells the story of systemic class, racial, and geographic prejudice that foster Third World conditions, not just in Alabama, but across America, in Appalachia, Central California, coastal Florida, Alaska, the urban Midwest, and on Native American reservations in the West. Flowers's book is the inspiring story of the evolution of an activist, from country girl to student civil rights organizer to environmental justice champion at Bryan Stevenson's Equal Justice Initiative. It shows how sanitation is becoming too big a problem to ignore as climate change brings sewage to more backyards, and not only those of poor minorities.

YOU ARE A SMART WOMAN, BUT DO YOU STILL: —Feel you're too busy to invest your money? —Rely on someone else to deal? —Get bored by financial talk? —Think that investing is something only men do? —Worry you're not smart enough? **THINK AGAIN.** Women have made strides in so many areas and yet we still have a blind spot when it comes to managing our money. Why? A myriad of factors cause women to earn less than men over a lifetime, making it all the more imperative that we make the money we do have work for us as much as possible. And here's a reality check: as many as nine out of ten of us will have to manage our finances and those of our family at some point in our lives. And a lot of us think that means keeping our money “safe” in savings accounts, and not investing it. But not doing so has an opportunity cost that will lead to opportunities lost—the ability to pay for a college education, own a home, change careers to pursue a dream, or retire. Alice Finn wants to change how you think about your money, no matter how much or little you have. In *Smart Women Love Money*, Finn paves the way forward by showing you that the power of investing is the last frontier of feminism. Drawing on more than twenty years of experience as a successful wealth management adviser, Finn shares five simple and proven strategies for a woman at any stage of her life, whether starting a career, home raising children, or heading up a major corporation. Finn's Five Life-changing Rules of Investing will secure your financial future: 1. Invest in Stocks for the Long Run: Get the magic of compounding working for you, starting now. 2. Allocate your Assets: Strategize your investing to get the most of your returns. 3. Implement with Index Funds: Take advantage of “passive” investing with simple, low-cost, and diverse funds. 4. Rebalance Regularly: Sell high and buy low without much effort, to keep you on track toward your goals. 5. Keep Your Fees Low: Uncover hidden fees so you don't lose half of your wealth to Wall Street. Finn will also provide the tools you need to achieve long-term success no matter what the markets are doing or what the headlines say. So even in the face of uncertainty— such as the possible dumping of the fiduciary rule (requiring financial advisers to act in their client's best interests) by the Trump administration—*Smart Women Love Money* will help you protect yourself and all of your assets for your future. Whether you have \$10, \$10,000, or more, it's time to get smart about your money.

Wall Street Research: Past, Present, and Future provides a timely account of the dramatic evolution of Wall Street research, examining its rise, fall, and reemergence. Despite regulatory, technological, and global forces that have transformed equity research in the last ten years, the industry has proven to be remarkably resilient and consistent. Boris Groysberg and Paul M. Healy get to the heart of Wall Street research—the analysts engaged in the process—and demonstrate how the analysts' roles have evolved, what drives their performance today, and how they stack up against their buy-side counterparts. The book unpacks key trends and describes how different firms have coped with shifting pressures. It concludes with an assessment of where equity research is headed in emerging markets, drawing conclusions about this often overlooked corner of Wall Street and the industry's future challenges.

Examine the high yield market for a clear understanding of this evolving asset class *High Yield Debt* is the one-stop resource for wealth advisors seeking an in-depth understanding of this misunderstood asset class. The high yield market provides a diverse opportunity set, including fixed and floating rate debt, high and low quality debt issues and both short- and long-term duration; but many fail to understand that not all high yield exposure is the same, and that different market segments and strategies work best at different points in the economic cycle. This guide addresses the confusion surrounding high yield debt. You'll find the information you need to decide whether or not to buy in to a high yield fund, and how to evaluate the opportunities and risks without getting lost in the jargon. The U.S. corporate high yield market is worth \$2.4 trillion—more than the stock markets of most developed countries. Market growth has increased the number of funds with high yield exposure, as well as the types of debt products available for investment. This book breaks it down into concrete terms, providing the answers advisors need to effectively

evaluate the opportunities on offer. Understand the high yield asset class Learn the debt structures, performance and defaults Evaluate risk and investment opportunities Penetrate the jargon to make sense of high yield investment Over 300 publicly traded funds provide exposure to U.S. high yield, but despite its size and ubiquity, understanding of the asset class as a whole remains somewhat of a rarity—even among participants. A lack of transparency is partially to blame, but the market's evolution over the past fifteen years is the larger issue. High Yield Debt explains the modern high yield market in real terms, providing a much-needed resource for the savvy investor. "Rajay Bagaria has written the first book that captures a 360 degree view of the high yield debt market. Whether you are an investor, investment banker, corporate lawyer, CFO or layperson simply trying to gain insights into the fundamentals of high yield debt, this book translates financial and legal concepts, trends and structures of high yield bonds and leveraged loans into a simple, understandable format. Mr. Bagaria's book is a valuable resource for anyone involved in the new issue or secondary leveraged finance markets." —Frank J. Lopez, Co-Head Global Capital Markets, Proskauer "Bagaria does a great service for both high yield professionals and beginners by providing an accessible, well-written, insightful market primer." —Steven Miller, Managing Director, S&P Capital IQ, Leveraged Commentary & Data "High-Yield Debt - An Insider's Guide to the Marketplace is a comprehensive book that provides an in-depth understanding of the history, growth, basics and details of high-debt and the high-yield market. The author gives insights that only an experienced professional can provide. The book will be invaluable to readers both starting out and knowledgeable about an important segment of corporate finance, dealing with concepts, structures and performance." —Arthur Kaufman, Retired Partner, Fried, Frank, Harris, Shriver & Jacobson LLP / Member of Adjunct Faculty, Columbia Law School

Delve into gender lens investing and the reality of the female economy Women today are an unparalleled force in the global economy—as successful entrepreneurs, corporate executives and family breadwinners. Yet gender-based violence, the absence of women's legal rights and the persistent wage gap stubbornly remain. This paradox creates an unprecedented and underexplored opportunity for investors. Gender Lens Investing, co-authored by Jackie VanderBrug, Managing Director and Joseph Quinlan, Managing Director and Chief Market Strategist, of U.S. Trust, Bank of America Private Wealth Management, is the first book of its kind to examine, in-depth the advantages of integrating gender into investment analysis. While other books speak to growing numbers and influence of women, Gender Lens Investing moves from economic trends to financial strategy. Learn why gender is material to economic prosperity and investment performance Explore ways to use a gender lens to assess products, companies and sectors. Delve into the forces of positive social change supported by a gender perspective on investment choices Examine profitable and gratifying gender lens investment strategies Women are one of the world's greatest underutilized assets, and applying a gender lens allows you to identify companies that recognize this, or uncover the risks of companies that neglect it. A gender lens adds value across the investment community, but the impact reaches far beyond the bounds of portfolios to the economy and society as a whole. Gender Lens Investing provides expert perspective and real-world practical insight for investors looking to drive returns and impact.

The recent collapse of the mortgage market revealed fractures in the credit market that have deep roots in the system's structure, conduct, and regulation. The time has come for a clear-eyed assessment of what happened and how the system should be strengthened and restructured. Such reform will have a profound and lasting impact on the capacity of Americans to use credit to build assets and finance consumption. Moving Forward explores what caused the crisis and, more important, focuses on the path ahead. The challenge remains the same as ever: protect consumers, ensure fairness, and guarantee soundness of the financial system without stifling innovation and overly restricting access to credit and consumer choice. Nicolas Retsinas, Eric Belsky, and their colleagues aim to stimulate debate based on analysis of the opportunities and challenges presented by the various components of global capital markets: financial engineering, risk assessment and management, specialization of financial intermediation, and marketing methods. The contributors—leaders in business, government, academia, and the nonprofit sector—discuss new research and ideas about the future of credit markets, including how improvements might be shaped by industry leaders. Contributors: John Y. Campbell, Harvard University; Marsha J. Courchane, Charles River Associates; Ren Essene, Federal Reserve Board; Allen Fishbein, Federal Reserve Board; Howell E. Jackson, Harvard Law School; Melissa Koide, Center for Financial Services Innovation; Michael Lea, San Diego State University; Eugene Ludwig, Promontory Financial Group; Brigitte C. Madrian, Harvard Kennedy School; Nela Richardson, Joint Center for Housing Studies of Harvard University; Rachel Schneider, Center for Financial Services Innovation; Peter Tufano, Harvard Business School; Peter M. Zorn, Freddie Mac

Die Arbeit erscheint in englischer Sprache. Insurance metrics, in other words the performance measurement of primary insurers and reinsurers, differs strongly from the measurement in industrial companies as well as in the banking sector. This is due to the "inverted" production cycle, where income is generated before expenses appear. The complexity of insurance metrics has increased considerably within the last twenty years following the requests of stakeholders: International accounting (IFRS), regulatory exigencies (solvency II and other) and models from rating agencies. Within the worldwide stock indices the industry does not represent more than 10% to 15% of the market capitalization. Therefore, insurers and reinsurers are under pressure to explain their metrics to gain the interest of the market. This reader includes nine articles revealing these metrics, ranging from a with general comparison to the credit industry to articles dealing with more complex items like the performance measurement in life insurance and disclosure of contracts under IFRS. The reader is a "must" for the industry, analysts as well as investors, students and young actuaries. Edited by Prof. Dr. Dietmar Zietsch (University Ulm, Germany) and Marc von Harpke (SCOR Germany). Versicherungsmetrik beschreibt die Erfolgsmessung von Erst- und Rückversicherern. Sie unterscheidet sich elementar von jenen der Industrieunternehmen und Banken wegen des spezifischen inversen Produktionszyklus, d.h. des Entfalls der Vorfinanzierung durch das Prinzip der Einnahmen vor Ausgaben. Darüber hinaus hat sich die Komplexität der Versicherungsmetrik in den letzten 20 Jahren durch die Anforderungen diverser Stakeholder stark erhöht: Internationale Bilanzierung (IFRS), regulatorische Anforderungen (Solvency II) und Modelle von Ratingagenturen sind hierbei beispielhaft zu nennen. In den Indices der weltweit größten Börsen repräsentieren Versicherer bis zu 15% der jeweiligen Börsenkapitalisierung. Um vom Markt wahrgenommen und auch adäquat beurteilt zu werden, ist die Darstellung und Erläuterung ihrer Erfolgskomponenten von entscheidender Bedeutung. Der Reader versammelt neun Artikel, um diese Metrik offenzulegen - angefangen von generellen Vergleichen mit der Kreditwirtschaft, bis zu komplexeren Themen wie der Erfolgsmessung in der Lebensversicherung und der Einzelvertragsbetrachtung. Ein "Must-have" für die Branche, Analysten und Investoren, Studenten und junge Aktuarien. Herausgegeben von Prof. Dr. Dietmar Zietsch (Universität Ulm) und Marc von Harpke (SCOR Deutschland).

La interacción constante con todos sus públicos, internos y externos, obliga a los gerentes y a los mandos medios de las empresas a tomar decisiones diarias sobre la creación, el uso y la implementación de su marca, tanto en la comunicación, como en el entorno corporativo. Ocurre algo parecido con los emprendedores que tienen un proyecto entre manos, y se encuentran ante la necesidad de crear y gestionar su marca. Obtener una noción general del Branding, brinda las herramientas necesarias para poder comprender y liderar en equipo, cualquier proceso de cambio o gestión de la marca, dentro de una empresa u organización. Este libro está pensado como material de apoyo y capacitación para emprendedores, pequeñas y medianas empresas. Una manera práctica de aprender y entender el enfoque y pensamiento de las consultoras internacionales de Branding, para poder encarar o liderar profesionalmente un proyecto de marca; o guiar el trabajo de los proveedores de diseño, comunicación y publicidad, con los que una empresa convive diariamente.

Since the advent some 40 years ago of a vibrant primary market for speculative-grade corporate bonds, the high-yield market has evolved from a niche occupied by a small group of specialists into a full-fledged institutional investment category. Asset allocators and portfolio managers now have at their disposal the tools necessary for rigorous investment analysis, including financial statements of the issuers, indexes, trading prices, historical default rates, and time series on such credit factors as liquidity, ratings, and covenant quality. This research brief provides up-to-date techniques for extracting from the extensive data the information that can lead to sound investment decisions. From the late 1990s, the spectacular growth of a secondary market for credit through derivatives has been matched by the emergence of mathematical modelling analysing the credit risk embedded in these contracts. This book aims to provide a broad and deep overview of this modelling, covering statistical analysis and techniques, modelling of default of both single and multiple entities, counterparty risk, Gaussian and non-Gaussian modelling, and securitisation. Both reduced-form and firm-value models for the default of single entities are considered in detail, with extensive discussion of both their theoretical underpinnings and practical usage in pricing and risk. For multiple entity modelling, the now notorious Gaussian copula is discussed with analysis of its shortcomings, as well as a wide range of alternative approaches including multivariate extensions to both firm-value and reduced form models, and continuous-time Markov chains. One important case of multiple entities modelling - counterparty risk in credit derivatives - is further explored in two dedicated chapters. Alternative non-Gaussian approaches to modelling are also discussed, including extreme-value theory and saddle-point approximations to deal with tail risk. Finally, the recent growth in securitisation is covered, including house price modelling and pricing models for asset-backed CDOs. The current credit crisis has brought modelling of the previously arcane credit markets into the public arena. Lipton and Rennie with their excellent team of contributors, provide a timely discussion of the mathematical modelling that underpins both credit derivatives and securitisation. Though technical in nature, the pros and cons of various approaches attempt to provide a balanced view of the role that mathematical modelling plays in the modern credit markets. This book will appeal to students and researchers in statistics, economics, and finance, as well as practitioners, credit traders, and quantitative analysts

An essential guide to the most innovative technical trading tools and strategies available In today's investment arena, there is a growing demand to diversify investment strategies through numerous styles of contemporary market analysis, as well as a continuous search for increasing alpha. Paul Ciana, Bloomberg L.P.'s top liason to Technical Analysts worldwide, understands these challenges very well and that is why he has created New Frontiers in Technical Analysis. Paul, along with in-depth contributions from some of the worlds most accomplished market participants developed this reliable guide that contains some of the newest tools and strategies for analyzing today's markets. The methods discussed are based on the existing body of knowledge of technical analysis and have evolved to support, and appeal to technical, fundamental, and quantitative analysts alike. • It answers the question "What are other people using?" by quantifying the popularity of the universally accepted studies, and then explains how to use them • Includes thought provoking material on seasonality, sector rotation, and market distributions that can bolster portfolio performance • Presents ground-breaking tools and data visualizations that paint a vivid picture of the direction of trend by capitalizing on traditional indicators and eliminating many of their faults • And much more Engaging and informative, New Frontiers in Technical Analysis contains innovative insights that will sharpen your investments strategies and the way you view today's market.

Sustainable Investing is fast becoming the smart way of generating long-term returns. With conventional investors now scrambling to factor in issues such as climate change, this book captures a turning point in the evolution of global finance. Bringing together leading practitioners of Sustainable Investing from across the globe, this book charts how this agenda has evolved, what impact it has today, and what prospects are emerging for the years ahead. Sustainable Investing has already been outperforming the mainstream, and concerned investors need to know how best to position themselves for potentially radical market change.

Fundamentals of Business Statistics is intended to serve as a core textbook for undergraduate students of BBA, BCA, B Com and CA, ICWA and those who need to understand the basic concepts of business statistics and apply results directly to real-life business problems. The book also suits the requirement of students of AMIE, who need both theoretical and practical knowledge of business statistics. The second edition has been extensively revised with the objective of enhancing and strengthening the conceptual, as well as practical knowledge of readers about various techniques of business statistics. Its easy-to-understand approach will enable readers to develop the required skills and apply statistical techniques to decision-making problems. With a completely new look and feel, this book will facilitate the teaching of business statistics techniques as well as enhance the learning experience for students. New in This Edition • Completely revised and reorganized text to make explanations more cogent through relevant and interesting examples. • Large number of new business-oriented solved as well as practice problems representing the various business statistics techniques. • Explanations well illustrated with numerous interesting and varied business-oriented examples. • Pedagogical features like Conceptual Questions, Self Practice Problems with Hints and Answers. • Complete conformity to the latest trends of questions appearing in universities and professional examinations.

The foreign exchange market is huge, fascinating and yet widely misunderstood by participants and non-participants alike. This is because its unanswered questions are numerous. For instance, what is the purpose of the \$4 trillion per day trading volume? What determines currency trends and who are the players in the FX arena? Does FX drive other financial markets, or is it the passive end-product of all the other markets? FX is without clear supply and demand factors, so how do traders determine sentiment and price direction? Much is written in an effort to answer these questions, but a lot of it is just noise. In the 12 pieces here, Barbara Rockefeller and Vicki Schmelzer draw on their combined 50 years' experience in foreign exchange to cut through the clutter and provide an elegant and razor-sharp look at this market. Their analysis is accurate, useful and enlivened by many anecdotes and examples from historic market events. They cover: - How the matrix concept can help observers understand foreign exchange market action - What professional FX traders take into consideration before entering into positions - Whether the FX market can be forecast - The interplay between foreign exchange and other financial markets - How technology has levelled the playing field between big and small players, and at what cost - Whether the prospect of reserve currency diversification away from the dollar is likely - The toolkit that central banks use to manage national economies and the effect of this on

currencies 'The Foreign Exchange Matrix' is the go-to book for anyone seeking a deeper understanding of the world of foreign exchange.

This edition of The Handbook of Mortgage-Backed Securities, the first revision following the subprime mortgage crisis, is designed to provide not only the fundamentals of these securities and the investment characteristics that make them attractive to a broad range of investors, but also extensive coverage on the state-of-the-art strategies for capitalizing on the opportunities in this market. The book is intended for both the individual investor and the professional manager. The volume includes contributions from a wide range of experts most of whom have been actively involved in the evolution of the mortgage-backed securities market.

This book highlights the importance of Turkey in diversifying supplies in future European energy security, focusing in particular on the rapidly emerging southern energy corridor. Turkey, by its location, occupies a key role in this corridor, fed by hydrocarbon supplies from Russian, Caspian, east Mediterranean and Arab sources. The book examines Turkey's role as a transit country (in addition to its own growing domestic energy market) and it utilizes the latest evidence on the geopolitics of various pipelines which convergence on Turkey. The evidence, including maps, strongly favor Turkey as an energy hub within a regional energy model driven by rational behavior and market forces. The book recommends an increasing strategic energy cooperation between the EU and Turkey to maximize mutual interest.

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