

<<投资银行学>>

图书基本信息

书名：<<投资银行学>>

13位ISBN编号：9787561919941

10位ISBN编号：7561919948

出版时间：1970-1

出版时间：语言大

作者：王新红

页数：272

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<投资银行学>>

### 内容概要

This book will merge the financial theory you have learned from investments with financial practices. This book embarks on an interesting journey ——a journey into the complex and exciting world of the modern investment bankers, a place where financial theory and financial practice merge as nowhere else.

## 书籍目录

Chapter 1 Introduction 1.1 What Is Investment Banking? 1.2 Investment Banking Activities 1.3 Investment Banking versus Commercial Banking 1.4 Industry Overview 1.5 The Investment Banker as an Individual 1.6 A Brief History of the Industry 1.7 Scope of This Book

Chapter 2 Financial Securities 2.1 Bonds 2.2 Stocks 2.3 Derivative Securities 2.4 International Securities 2.5 Risks of Bonds and Stocks

Chapter 3 Investment Analysis 3.1 Macroeconomic Analysis 3.2 Industry Analysis 3.3 Financial Statements Analysis 3.4 Technical Analysis 3.5 Efficient Market Theory

Chapter 4 Primary Market Making I: Equity Financing 4.1 Public Offerings and Private Placements 4.2 Motivations of Issuers 4.3 The IPO Team 4.4 The Public Offering Process 4.5 Agreements of an IPO 4.6 Risks of an IPO 4.7 Revenues of Underwriters 4.8 The Costs of Going Public 4.9 Aftermarket Trading 4.10 Direct Offerings, Shells, and Equity Takedowns 4.11 International Listings 4.12 China's Practices

Chapter 5 Primary Market Making II: Debt Financing 5.1 Government Securities 5.2 Treasury Securities Markets 5.3 Municipal Securities Markets 5.4 Corporate Debt Markets 5.5 Corporate Bonds 5.6 Private Placements 5.7 Foreign Bonds 5.8 Eurobonds 5.9 Treasury Bond Transactions in China 5.10 China's Enterprise Bonds

Chapter 6 Secondary Market Making 6.1 Dealing versus Brokering 6.2 Dealer Activities in the Financial Markets 6.3 Managing Dealer Risks 6.4 Financing Dealer Inventory 6.5 Brokering Activities in the Financial Markets 6.6 Possible Abuses

Chapter 7 Trading: Speculation and Arbitrage 7.1 Speculation 7.2 Arbitrage Trading

Chapter 8 Mergers and Acquisitions 8.1 Market Overview 8.2 Motivations 8.3 Strategic Planning and Intermediary 8.4 Investment Banking Fees and Agreements 8.5 Valuation and Financing 8.6 Closing and Regulatory Issues 8.7 Takeover Defenses 8.8 Legal Considerations in Buying Public Targets 8.9 Post-Acquisition Integration

Chapter 9 Venture Capital 9.1 Venture Capital Investing 9.2 Market Overview 9.3 Historical Development 9.4 Setting up Venture Capital Operations 9.5 Investing Strategy 9.6 Venture Capital Transactions 9.7 Legal Documentation 9.8 Exit Strategies

Chapter 10 Asset Securitization 10.1 Market Overview 10.2 Benefits and Costs 10.3 Structure and Basic Elements 10.4 Mortgage-Backed Securities 10.5 Asset-Backed Securities

Chapter 11 Money Management 11.1 Money Management Business 11.2 Types of Money Management Operations 11.3 Organization and Operation of a Mutual Fund 11.4 Development and Growth of Mutual Funds 11.5 The Institutional and Retirement Markets 11.6 Hedge Funds

Chapter 12 China's Market and Future Trends 12.1 China's Market 12.2 Future Trends

<<投资银行学>>

编辑推荐

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>