

Financial Times Guide To The Financial Markets The Ft Guides

The Financial Times Guide to Wealth Management is your definitive guide to preserving and enhancing your wealth and getting the most out of your finances. Whether you want to do it yourself, or get an overview of the basics so you can understand the experts, this book gives you the answers. Up to date with all the latest changes to UK pension, tax and legal rules, it covers everything you need to know in one easy to read guide.

'A great, practical guide to all aspects of networking – stuffed with lots of quick and easy tips to help you leverage the power of your network.' Ivan Misner, NY Times bestselling author and founder of BNI and Referral Institute 'This practical and easy-to-read book will quickly get you the results you need from your network.' Charlie Lawson, BNI UK and Ireland national director 'A "must read" for anyone wanting to use the power of face-to-face AND online networking to generate career and business success.' Andy Lopata, author of Recommended and And Death Came Third Up to 80 per cent of opportunities come from people who already know you, so the more people you know, the more chance you have of winning the new business or career you want. The Financial Times Guide to Business Networking is your definitive introduction to a joined-up networking strategy that really works. This award-winning book has now been fully updated to include new chapters on generating referrals and boosting your confidence when networking, as well as the latest advice on social networking sites. Successfully combine online and offline networking techniques Develop the best networking approaches and behaviours Make a great first impression, build rapport and generate strong business relationships Talk to the right people, have productive conversations and effectively work a room

Provides tools for analysing investments and gives advice to the ordinary investor on strategies and techniques. • In the current economy, many companies are priced lower than usual, therefore it's the perfect time for value investing. • Includes insight from traders who have understood stock price behavior, and achieved enviable performance records. • Intellectually rigorous without being academically turgid. Value Investing is an investment strategy that generally involves buying shares in companies that appear under priced, It's considered to be cautious, or contrarian approach to investing but for most value investors it has delivered huge returns. The ideas derive from the investment theories of Ben Graham and David Dodd who taught at Columbia Business School in the 1920's. Famous proponents include Warren Buffett, John Templeton, Charlie Munger, Joel Greenblatt and Anthony Bolton.

'Practical, concise and full of tips that every manager needs to know, The Financial Times Guide to Management provides a powerful guide for leaders at every level.' Arianna Huffington, Chairman, President and Editor-in-Chief, The Huffington Post Media Group 'This is clear, encouraging and packed with good sense – just like its author. A winner.' Eleanor Mills, Editorial Director, The Sunday Times 'Amidst the myriad of books on leadership, this guide presents an unusually concrete, comprehensive and practical set of principles and learnings for managers at every level.' John Pepper, Former CEO & Chairman P&G; Former Chairman Walt Disney From motivating a team and developing star talent to controlling budgets and fostering

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innovation, The Financial Times Guide to Management is your authoritative guide to becoming an effective manager. Full of practical tips and advice, this definitive handbook offers solutions to the everyday challenges of:

- Managing yourself
- Developing communication skills and emotional intelligence
- Managing others
- Setting strategic direction
- Managing change
- Managing money, resources and technology

There is also on-the-ground advice from the executive frontline, with insights from leaders including Paul Polman (CEO, Unilever), Steve Marshall (Chairman, Balfour Beatty) and Cilla Snowball (Chairman and CEO, AMV BBDO). Whether you're a new team leader or an experienced director, this book contains everything you need to know to become an outstanding manager.

Demonstrates how the competition to solve pressing energy problems has become an engine of political and economic change, and shares inside stories of current and developing energy sources from different world regions.

'Whether a complete novice, or a professional portfolio manager, this book will give you access to the mindset and techniques of the most successful investors of our time and more importantly, it will help you avoid mistakes. The Great Investors will have a permanent place on my desk.' Mark Sheridan, Executive Director, Nomura International PLC

Leading investors such as Warren Buffett, Benjamin Graham, Sir John Templeton, George Soros and Anthony Bolton are known throughout the world. How did these people come to be so successful? Which strategies have they used to make their fortunes? And what can you learn from their techniques? In The Great Investors, Glen Arnold succinctly and accurately describes the investment philosophies of the world's greatest investors. He explains why they are the best, gives details of their tactics for accumulating wealth, captures the key elements that led to their market-beating successes and teaches you key lessons that you can apply to your own investing strategies. From the foreword: 'There are some very special people who seem to possess an exceptional talent for acquiring wealth. I want to explore not just the past triumphs of these masters, but also the key factors they look for as well as the personality traits that allow them to control emotion and think rationally about where to place funds. How does a master of investment hone skills through bitter experience and triumph to develop their approach to accumulating wealth?' Glen Arnold

The Great Investors is the story of a number of remarkable men: John Templeton, George Soros, Warren Buffett, Benjamin Graham, Philip Fisher, Peter Lynch, Anthony Bolton and John Neff. Whether you're new to investing, have had success in the markets, or you're a professional investor or fund manager, you'll benefit from reading about their proven, and successful, trading philosophies. The Great Investors will show you how to:

- Be a business analyst rather than a security analyst
- Do your homework and develop a broad social, economic and political awareness
- Control emotion so as not to get swept away by the market
- Be consistent in your approach, even when you have bad years
- See the wood for the trees and not over complicate your portfolio
- Learn from your investing
- Be self reliant, stand aside from the crowd and follow your own logic
- Take reasonable risk

The task-focused, results-oriented guide to leading a team "The Financial Times Essential Guide to Leading Your Team" Explains how teams develop and why your role is crucial Provides a detailed plan to help you lead with confidence Shows you how to put a team together and how to help them achieve better results Gives you clear

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benchmarks: how to set goals; monitor and improve performance; motivate and develop the team Includes checklists and a personal action plan to help you assess your own development needs With advice that is instantly applicable, for any manager or leader at every level and across all sizes of organisation, this is the one guide you can't do without. "

THE ULTIMATE BEGINNER'S GUIDE TO INVESTING! The ONLY investing book that is written by a CFP® practitioner with 30+ years of investment experience helping others to invest wisely to achieve all of their financial goals in life. ->Do you want to learn how to create real wealth in the stock market? Then you NEED this book. Buy now and start reading today! ->Do you want to learn how to create passive income and retire early? Then you NEED this book. Buy now and start reading today! ->Do you want to learn how to day trade stocks and avoid costly mistakes that beginners make? Then you NEED this book. Buy now and start reading today! ->Do you want to learn how to create financial freedom and live the life you deserve?? Then you NEED this book. Buy now and start reading today! Best-selling author Ted D. Snow, CFP®, MBA has a knack for making complex ideas clear while endowing his readers with a wealth of powerful new knowledge. Whether you are a newcomer to investing or a veteran looking for a fresh perspective, you will enjoy the unique and practical vision for investing success offered in the Investing QuickStart Guide. Bringing the wisdom of 30+ years in the finance industry to bear--much to the benefit of novice learners and experienced investors alike. Snow's intrepid but practical asset-allocation investment philosophy is masterfully communicated and highly appropriate for market newcomers. The key insights of Warren Buffet, Peter Lynch, Burton Malkiel, and James Altucher all play important roles in this seminal investment resource. But unlike most of today's books on investing, the Investing QuickStart Guide is as simple as it is comprehensive. Investing QuickStart Guide is Perfect For: Companion to The Intelligent Investor! Stock Market Education for Teen & Kids! Beginners with Zero Prior Experience! Experienced Investors who Want to Go to the Next Level! Discover the Secrets of Successfully Investing In: Stocks! (Including Dividend Paying Stocks!) Mutual Funds! ETFs! Bonds! Index Funds! REITS! Commodities! Investing QuickStart Guide Covers: Everything You Need to Know Before You Make Your First Trade! How To Take Advantage Of Opportunities In The Market Without Relying On Guesswork! How to Evaluate and Compare Stocks and Other Securities! How Disciplined Approaches to Investing Can Lead to Early Retirement and Financial Freedom! How National And Global Economic And Geopolitical Factors Can Influence Investment Prospects! This book has been reviewed by The Financial Industry Regulatory Authority (FINRA). *LIFETIME ACCESS TO FREE INVESTING DIGITAL ASSETS*: Investing QuickStart Guide comes with free lifetime access to a library of exclusive tools and videos designed to help you get started quickly and become a better trader faster, including: - Stock Selection Tool - Portfolio Tracker Workbook - Goal Setting Workbook And Many More! *GIVING BACK*: ClydeBank Media proudly supports One Tree Planted as a reforestation partner. The Financial Times Guide to Investing is the definitive introduction to the art of successful stock market investing. Beginning with the very basics of why companies need investors and explaining what investors do, Glen Arnold takes you through the practicalities of buying and selling shares. He describes different types of investment vehicles and advises you how you can be successful at

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picking companies, understanding their accounts, managing a sophisticated portfolio, measuring performance and risk and setting up an investment club. The second edition of this bestselling introduction to investing explains how the financial markets operate, shows you what you need to know to be successful and encourages you to follow and act on your own judgements. Thoroughly updated to help you invest with skill and confidence, new sections include: Online investing, website information and tools including screenshots and virtual portfolios as well as computerised counterparty trading Detailed updating of tax rates and legislation, increases in ISA allowances and revisions to capital gains tax A jargon-busting glossary to help you understand words, phrases and investing concepts Recent Financial Times articles and tables which illustrate and expand on case studies and examples Up-to-date statistics on the returns you can expect on shares and bonds Investing can be profitable and fun and The Financial Times Guide to Investing 2nd edition, explains step-by-step both the essentials of investing as well as describing how the financial markets really work. It details the practicalities of investing, such as how to go about buying shares and describes the variety of financial securities you can buy, from bonds and unit trusts through to exchange traded funds. Exploding the myths that only the wealthy can afford to buy and sell shares and showing you why you can be just as successful trading on your own as you would be by employing a fund manager, this authoritative guide book will help you build a profitable personal financial portfolio. What is investment The rewards of investment Understanding stock markets Using the financial media Buying and selling shares Pooled investments Investing in bonds Futures and options Financial spreadbetting Analysing companies and industries Mastering company reports and accounts Key investment ratios and measures Ticks of the accounting trade Managing your portfolio Mergers and takeovers Taxation and investors Measuring performance Investor protection Investment clubs

The FT Guide to Business Coaching shows you everything you need to know about becoming a business coach, from how to find out if you've got what it takes, through the basic tools and models that really work. This book gives you a step-by-step guide to the tools, the market knowledge and the crucial new techniques from psychology you need to become an exceptional business coach. Clear, compelling and comprehensive, covering classic and fresh material from both business and psychology, this is the first book to cover both the critical elements of world-class business coaching. This book takes you through a tried and trusted process developed specifically for senior business leaders. It will help you: Know when to coach and when to lead. Build powerful listening skills. Get to grips with the most useful and up-to-the minute coaching tools and psychological techniques. Calculate if - and crucially, how - you can make a living as a business coach. Decide if, how and when to go for accreditation as a coach. The Financial Times Guide to Leadership is a one-stop shop for professionals at every stage of their leadership journey. Whether you're just starting out or are

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looking to upgrade your current skills, this practical guide takes you through the core building tools of self-awareness, influence and execution. With thought-provoking exercises and action points throughout, plus handy chapter summaries for when you need to access information, this book is your roadmap to becoming a better leader. This definitive guide to leadership includes: What good leadership looks like How to build your own leadership style Techniques to lead and influence others How to build and execute your vision Everything you need to know to become an authentic and dynamic leader. "My shelves groan under stacks of leadership books. But just a very few stand out as solid gold. The Financial Times Guide to Leadership merits inclusion in that select company. There is simply no excuse for not applying its very practical steps. I'd urge you to start or continue your journey here!" Tom Peters, author of *In Search of Excellence* "Finally, a first-class leadership book that focuses on the 'how' and 'what' as well as the 'why' and 'when'. Full of practical steps to take you to the next level." Doug Richard, entrepreneur and founder of School for Startups "Leadership is at the intersection of competence, charisma and the ability to think big for yourself and for others. The Financial Times Guide to Leadership gives you the tools you need to navigate this junction with success." Mercedes Erra, Executive President of Havas Worldwide

A comprehensive and practical guide to investment trusts. These investment vehicles have been underused by investors in the past, but that is set to change now that the Retail Distribution Review has banned commissions and put investment trusts on a level playing field. The book explains what investment trusts are and focuses on how to construct and run a trust portfolio. It offers investors, both experienced and novice, a concise and jargon free guide to these lucrative investment vehicles.

The Financial Times Guide to How the Stock Market Really Works is an introduction to the complex world of the financial markets. Whether you are new to investing, or already have a share portfolio, this is an intelligent guidebook will guide you safely through the often confusing world of investing. Written especially for the ordinary investor, it will provide you with the key strategies you need to make money on the stock market.

There is increasing pressure for all of us to take responsibility for our own financial security and wellbeing, but we often overlook how the benefits that come with a job can help us do that. *Essential Personal Finance: A Practical Guide for Employees* focuses on these valuable work benefits and shows how you can build on this important foundation to achieve financial security and your life goals. This unique book explores how making effective and practical use of these work benefits (such as pension scheme, life cover, sick pay, cheap loans, savings schemes and even financial coaching), means facing up to the behavioural biases we are all plagued with. Given that these can get in the way of even the best intentions, *Essential Personal Finance* tackles these biases head-on with practical ideas and tips for overcoming or harnessing them for

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good, and will help you to develop a positive and fruitful relationship with your money. With financial stress being a major cause of absenteeism and sick leave, low morale and lost productivity, the advice in this book also offers employers enormous benefits. By empowering employees through financial education and financial awareness, progressive employers will help them feel more in control of their lives, and experience less stress, resulting in higher morale and productivity. Offering a distinctive approach which combines academic insight with practical financial wisdom and tools, this is a must-have book for all employees. It will help you make the most of everything your job has to offer so you can worry less about money and live life to the full.

Very Good, No Highlights or Markup, all pages are intact.

Includes worked examples and glossary, latest financial information, new international focus of how to use electronic pages and services.

YOUR COMPLETE GUIDE TO STRATEGY. PLAIN AND SIMPLE. The FT Guide to Strategy is your unbeatable reference on strategy. It offers an incisive overview of both corporate level and business unit level strategy, an A to Z of the world's leading strategic thinkers and introduces the key strategic tools and techniques you need to develop your own strategy. In one engaging read it leads you through each critical step in creating, delivering and understanding successful strategy. This is the smartest and most readable strategy guide available anywhere.

Making your capital work hard has never been more important than it is today.

Investment trusts, often overlooked as an investing vehicle, are a key tool in getting better returns on your money. The Financial Times Guide to Investment Trusts is your concise and jargon free introduction to one of the City's best kept secrets.

'One of the best books on stock market investing that I've ever read.' Christopher Gilchrist, Editor, The IRS Report 'Lucid and perceptive – any intelligent person can follow this guide and be on equal terms or better with the best professional money managers.' Dr Peter Johnson, Saïd Business School, Oxford University Is your investment strategy right for you? Could you be making more money? The Financial Times Guide to Selecting Shares that Perform helps you identify the approach to buying and selling shares that is best suited to you. It will help you to align your strategy based on the time and money you have available, taking into account your overall objectives and your attitudes to risk and loss. In this thoroughly updated fifth edition of their bestselling investment classic, Richard Koch and Leo Gough explain 10 distinctive and proven investment techniques for you to choose from. They describe the different tactics needed to succeed in today's market conditions and show you how it can be fun and profitable to try to beat the stock market. The Financial Times Guide to Selecting Shares that Perform gives you: 10 proven approaches to selecting successful shares A quiz to help you identify what kind of investor you are and what strategy is right for you Practical advice to help you trade more confidently on the stock market Examples and explanations of successes and failures Convincing reasons why you should manage your own share portfolio

The Financial Times Guide to Investing The Definitive Companion to Investment and the Financial Markets Pearson UK

No other book is a comprehensive toolkit of financial issues, instructive, and so easy to

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read, all at the same time ? this is an easy-to-read guide to the hard-to-understand stuff of business finance. The author regularly gives talks, seminars, and courses for executives and is very aware of their lack of understanding (or their inability to remember) simple but key financial concepts and tools. He is continually asked to recommend a simple book that helps them to refresh key financial concepts and tools. Self-contained: Other than some elementary algebra, no other previous knowledge will be necessary to understand the concepts discussed. Comprehensive: It will contain most or all topics, concepts, and tools that executives can easily forget, find hard to understand, and/or would like to know more about. Simple and easy to read: Many well-educated executives have all but forgotten their finance and are regularly put off by books that are far more academic than they need. This book will be written in a simple and conversational style. Concise with short chapters throughout: This is critical as many executives are put off by long books or never ending chapters. Essential elementary theory and many real-world examples. All concepts and tools will be illustrated with catchy and factual examples. Excel: Spreadsheets have become an inseparable part of working in Finance and this book will show readers how to use Excel to simplify their work. Test Yourself: problems with worked numerical solutions throughout.

Whether you're about to start your own business or have already taken the plunge and want to keep on track, make sure you have a copy of The Financial Times Guide to Business Start Up to hand. Updated for all your business needs, this edition covers all the latest legal and financial changes you need to be aware of following the 2018 Budget.

How financial markets work, in plain English! An authoritative, complete, and up-to-date guide to today's global financial system. * *The 'jargon-busting' guide to global finance: everything today's manager, investor, policymaker, and citizen needs to know. *Crystal-clear introductions to banking, central banks, insurance, money and bond markets, equities, futures, options, swaps, FX, hedge funds, private equity, and how they fit together. *Financial crises: what's happened, why -- and what the new landscape looks like. This is the most complete, authoritative, and up-to-date guide to the workings of financial markets, the global financial system, and their immense and relentless impact. Renowned financial author Glen C. Arnold assumes no prior financial knowledge, teaching through real world examples. He presents an invaluable international perspective, comparing the workings of major financial institutions and centers worldwide, from the U.S. Federal Reserve and Wall Street to the European and Japanese central banks, the IMF, and the World Bank. Arnold begins with a plain-English overview of the purposes of global financial markets and the institutions and individual markets that now comprise them. Next, he drills down to thoroughly illuminate each component of the financial markets, and the linkages among them. Arnold covers retail, corporate, investment, and other forms of banking; central banks; pooled investment funds; insurance; money markets; corporate, government, and exotic bond markets; equities and systems for raising capital; futures, options, and swaps; foreign exchange markets; hedge funds and private equity, and more. He concludes with insightful discussions of global financial regulation, the impact of recent and continuing global financial crises; the responses of governments; and the shape of the radically new global financial landscape.

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'The most damaging half truth for savers is "performance matters more than expenses". Read this book carefully and the financial services industry will have one fewer easy victim, but you will have a sound base for a lifetime of successful investment.' Martin White, Chair of UK Shareholders Association This is one of those great big books to buy and then tuck away for constant reference. It's a tour through everything from managing a portfolio to establishing a fair intrinsic value for a share. If it moves in the world of investing, it's probably here.' David Stevenson, 'Adventurous Investor' in the Financial Times 'Informative and easy to read, Glen Arnold has produced arguably the most comprehensive book there is today on stock market investing and one that unquestionably will give an edge to any retail investor. This is a must read for anyone serious about investing.' Simon Thompson, Companies Editor, Investors Chronicle The Financial Times Guide to Investing is the definitive introduction to the art of successful stock market investing. Bestselling author Glen Arnold takes you from the basics of what investors do and why companies need them through to the practicalities of buying and selling shares and how to make the most from your money. He describes different types of investment vehicles and advises you on how to be successful at picking companies, understanding their accounts, managing a sophisticated portfolio, measuring performance and risk and setting up an investment club. The third edition of this investing classic will give you everything you need to choose your shares with skill and confidence. Thoroughly updated, this edition now includes: - Comprehensive advice about unit trusts and other collective investments - A brand new section on dividend payments and what to watch out for - An expanded jargon-busting glossary to demystify those complex phrases and concepts - Recent Financial Times articles and tables to illustrate and expand on case studies and examples - Detailed updates of changes to tax rates and legislation as well as increases in ISA allowances and revisions to capital gains tax

The Financial Times Guide to Using and Interpreting Company Accounts is designed for the non-accountant manager, investor or entrepreneur who is expected to have financial knowledge but may not have accounting training. Wendy McKenzie approaches the project via three key points: What information will I find in these accounts?; How do I analyse the accounts?; How can I use my analysis? Using publicly available actual accounts, the book begins by covering the 'numbers' from company accounts then moves on to information such as the financial review and then explains the logic of the accounts. To help with the interpreting of the numbers Wendy shows the reader how to understand issues such as cash flow, what this will tell you about a company, how to consider a competitor's accounts and how to perform ratio calculations to help with company analysis.

Learn how to evaluate any investment fund before deciding where to place your money so you can ensure you generate more wealth and protect your cash. This valuable guide will help you make the right investment decisions by: - Explaining the procedures that should be followed before investing money anywhere. - Helping you cut through marketing language to get a real sense of how risky a company's strategy may be. - Showing you what questions to ask of investment fund managers so you're more comfortable investing in a company. - Showing

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you how to recognise the warning signs of risky investments. This book will also help you identify companies who consistently deliver high returns, thereby allowing you to generate more wealth by investing in successful, and stable, funds.

Beginning with the very basics of technical analysis and market price behaviour, this book teaches you how to apply these concepts and principles to your own trading. With this comprehensive and straight talking guide you will soon be using the same successful techniques and formulas as the professionals. Learn how to:

- Understand those trading systems that will generate high returns
- Identify price patterns and trends
- Use the right technical indicators to get the best out of the markets
- Write and execute a trading plan that increases your chances of beating the market

The Financial Times Guide to Banking is a comprehensive introduction to how banks and banking works. Best-selling author Glen Arnold provides you with a foundation for understanding the wide variety of activities undertaken by banks. He shows you why these global institutions are so important to consumers and finance professionals alike and explains how their activities impact on everyday life. The Financial Times Guide to Banking will give you:

- A thorough understanding of all types of banking from retail through to asset management and investment banking.
- An overview of global banking including the worldwide evolution of the sector, the influence of cross-border money flows and the importance of modern banking to international development
- Expert knowledge about instruments and markets including debt markets, futures markets and swaps and options
- Insight into the crucial importance of central banking and government regulation
- Answers to the big questions about monetary policy and interest rates, payment systems and banking success

The critically acclaimed FT Guide to Using the Financial Pages is the most accessible and comprehensive guide to the world of financial information. There is no need to be baffled any longer by intimidating columns of numbers, technical terminology or the complexities of financial markets. This best-selling guide explains where and when to find what you want and how to make the best use of the comprehensive range of financial and economic statistics available.

“Arguably the greatest living travel writer” (Outside magazine), Pico Iyer has called Japan home for more than three decades. But, as he is the first to admit, the country remains an enigma even to its long-term residents. In *A Beginner’s Guide to Japan*, Iyer draws on his years of experience—his travels, conversations, readings, and reflections—to craft a playful and profound book of surprising, brief, incisive glimpses into Japanese culture. He recounts his adventures and observations as he travels from a meditation hall to a love hotel, from West Point to Kyoto Station, and from dinner with Meryl Streep to an ill-fated call to the Apple service center in a series of provocations guaranteed to pique the interest and curiosity of those who don’t know Japan—and to remind those who do of its myriad fascinations.

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Learn to make money in the stock market, even if you've never traded before. The stock market is the greatest opportunity machine ever created. Are you ready to get your piece of it? This book will teach you everything that you need to know to start making money in the stock market today. Don't gamble with your hard-earned money. If you are going to make a lot of money, you need to know how the stock market really works. You need to avoid the pitfalls and costly mistakes that beginners make. And you need time-tested trading and investing strategies that actually work. This book gives you everything that you will need. It's a simple road map that anyone can follow. In this book, you will learn: How to grow your money the smart and easy way The best place to open up a brokerage account How to buy your first stock How to generate passive income in the stock market How to spot a stock that is about to explode higher How to trade momentum stocks Insider tricks used by professional traders The one thing you should never do when buying value stocks (don't start investing until you read this) How to pick stocks like Warren Buffett How to create a secure financial future for you and your family And much, much more Even if you know nothing about the stock market, this book will get you started investing and trading the right way. Join the thousands of smart traders and investors who have profited from this ultimate guide to the stock market. Amazon best-selling author and retired hedge fund manager, Matthew Kratter will teach you the secrets that he has used to trade and invest profitably for the last 20 years. Even if you are a complete beginner, this book will have you trading stocks in no time. Are you ready to get started creating real wealth in the stock market? Then scroll up and click BUY NOW to get started today.

The FT Guide to Business Coaching shows you everything you need to know about becoming a business coach, from how to find out if you've got what it takes, through the basic tools and models that really work. This book gives you a step-by-step guide to the tools, the market knowledge and the crucial new techniques from psychology you need to become an exceptional business coach. Clear, compelling and comprehensive, covering classic and fresh material from both business and psychology, this is the first book to cover both the critical elements of world-class business coaching. This book takes you through a tried and trusted process developed specifically for senior business leaders. It will help you: Know when to coach and when to lead. Build powerful listening skills. Get to grips with the most useful and up-to-the minute coaching tools and psychological techniques. Calculate if – and crucially, how - you can make a living as a business coach. Decide if, how and when to go for accreditation as a coach.

"The Financial Times Guide to Business Development is inspirational. It is easy to read, hard to put down and there are absolute gems on every page. Read it and get fired up." Jonathan Straight, Chief Executive of Straight plc, Ernst and Young Entrepreneur of the Year 2006

"Ian's insights into how business is getting it wrong, act as a powerful catalyst to help businesses of all sizes improve and develop in a tough climate." Len Tingle, BBC Political Editor, Yorkshire, veteran BBC broadcaster and writer on business issues. "... an interesting and insightful book that breaks down 'what good businesses do', in a format that is easy to

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understand. A really good read.” Gary Brook, Head of Corporate Communication, Leeds Building Society “This is a game changer for any business wishing to grow and develop.” Viv Williams, CEO, 360 Legal Group “If you have a business that needs a boost, then it shows how anyone can become a ninja at business development.” Heather Townsend, author of The Financial Times Guide To Business Networking What do we have to do to be more successful? How do we attract new customers and clients? How do we work more effectively with the customers or clients we already have? How do we generate more profit? By the time you have read and digested the 650+ tips, tools, techniques and strategic questions in this book you will have the answers to all of these questions. You will also know what to do to get bigger and better results. “I am 100% confident that you will find the book engaging, provocative and informative and that, if you follow the steps, you will automatically experience massive improvements in your business development results.” – Ian Cooper

Do you want to feel more confident about your investment decisions? Do you need to have a better understanding of how the stock markets value a business? Do you want to know what the key ratios are that drive share price performance? The Financial Times Guide to Making the Right Investment Decisions is the insider’s guide to how the market examines companies and values shares. It helps you understand the factors that drive long term wealth creation as well as highlighting the key risks that lead to value being destroyed. Originally published as Analysing Companies and Valuing Shares, this new edition has been fully revised and includes a new and easy to follow framework for understanding valuation. Perfect for investors at all levels, it guides you through the investment maze, and highlights the key issues you need to consider to invest successfully. The Financial Times Guide to Making the Right Investment Decisions: · Gives you an easy to follow framework to guide your decision-making · Explains clearly and concisely key financial concepts and how they drive valuation · Shows you the key ratios to monitor and how they affect share prices · Illustrates the key risks and warning signals that will help you avoid losses · Identifies the qualities of company management and governance that differentiates winners from losers · Brings the issues and numbers to life with real examples and case studies In a challenging economic and stock market environment, the need to take better informed decisions is vital. This clear, common sense guide provides a comprehensive and accessible framework for understanding the valuation of a business and what drives its share price. Knowing the key numbers, ratios and techniques that professional investors use will help you to reduce your risk and invest more profitably.

‘Understanding valuation is relevant to everyone with an ambition in business. For us at Cevian Capital it is an absolutely critical skill. This book will take you there faster than any other in the field.’ Christer Gardell Former Partner McKinsey, Managing Partner and co-founder of Cevian Capital ‘A handy, accessible and well-written guide to valuation. The authors manage to capture the reader with high-level synthesis as well as more detailed insights in a great way.’ Anna Storakers Head of Group Strategy & Corporate Development, Nordea Bank AB, formerly with Goldman Sachs & Co and McKinsey & Co “If you can envision the future value of a company you are a winner. Make this comprehensive and diligent book on corporate valuation your companion pursuing transactions and you will succeed.” Hans Otterling, Founding Partner, CEO Northzone Capital “Both in my previous position as an investment banker and today as an investor in high growth technology companies, corporate valuation has been a most critical subject. The Financial Times guide to Valuationserves as the perfect introduction to the subject and I recommend it to entrepreneurs as well as fellow private investors.” Carl Palmstierna, former Partner Goldman Sachs, Business Angel ‘Not only will Financial Times Guide to Corporate Valuation provide you with the basic understanding of corporate valuation, it also gives you an interesting insight into non-operational challenges that companies will face. And it does it all in an unexpectedly efficient and reader friendly manner. If you want to learn the basics and only have a few hours to spare, invest them into reading this book!’ Daniel

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From bestselling author Glen Arnold, this is a jargon-busting book that describes how financial markets work, where they are located and how they impact on everyday life. It assumes no specialised prior knowledge of finance theory and provides an authoritative and comprehensive run-down of the workings of the modern financial system. Using real world examples from media such as the Financial Times, Arnold gives an international perspective on the financial markets with frequent comparisons in the workings of major financial centres such as the Bank of England and the City, the Federal Reserve.

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The Financial Times Guide to Options, will introduce you to the instruments and markets of options, giving you the confidence to trade successfully. Options are explained in real-life terminology, using every-day examples and accessible language. Introducing three key options markets – stocks, bonds and commodities, the book explains options contracts from straight vanilla options to strangles and butterflies and covers the fundamentals of options pricing and

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trading Originally published as Options Plain and Simple , this new edition includes: How the options industry operates and how basic strategies have evolved Risk management and how to trade safely Inclusion of new products such as exchange traded funds A glossary of key words and further reading Addition of market scenarios and examples Like all investment strategies, options offer potential return while incurring potential risk. The advantage of options trading is that risk can be managed to a greater degree than with outright buying or selling. The Financial Times Guide to Options is a straightforward and practical introduction to the fundamentals of options. It includes only what is essential to basic understanding and presents options theory in conventional terms, with a minimum of jargon. This thorough guide will give you a basis from which to trade most of the options listed on most of the major exchanges. The Financial Times Guide to Options includes: Options in everyday life The basics of calls The basics of puts Pricing and behaviour Volatility and pricing models The Greeks and risk assessment: delta Gamma and theta Vega Call spreads and put spreads, or one by one directional spreads One by two directional spreads Combos and hybrid spreads for market direction Volatility spreads Combining straddles and strangles for reduced risk Combining call spreads and put spreads The covered write, the calendar spread and the diagonal spread The interaction of the Greeks Options performance based on cost Trouble shooting and common problems Volatility skews Futures, synthetics and put-call parity Conversions, reversals, boxes and options arbitrage

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