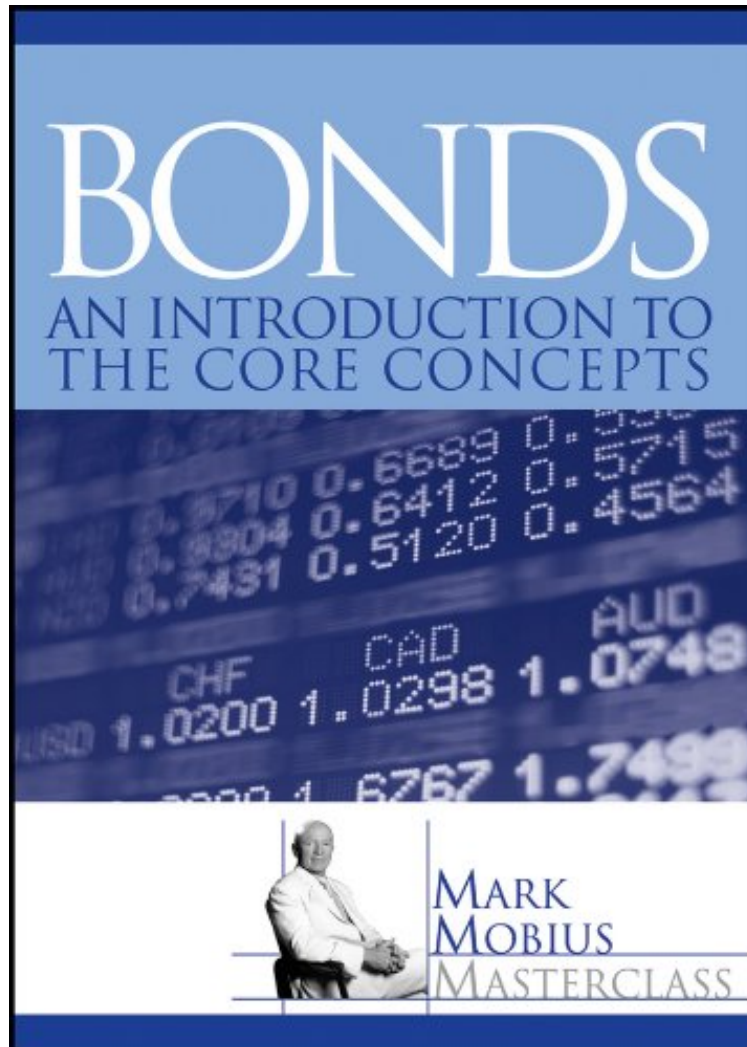


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Mark Mobius

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Mark Mobius : Bonds: An Introduction to the Core Concepts (Mark Mobius Masterclass series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Bonds: An Introduction to the Core Concepts (Mark Mobius Masterclass series):

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An introduction to the world of bonds, from financial expert Mark Mobius Part of The Mark Mobius Master Class, which introduces readers to both the theory and practice of modern global financial markets through the eyes of one of

the most recognized and respected fund managers in the world, *Bonds: An Introduction to the Core Concepts* cuts through the jargon and mystique of the world of bonds. Packed with everything you need to understand how bonds work and how you can use them, this is the only book you need to make the most of the market. Filled with useful summaries and questions throughout, *Bonds* offers a comprehensive learning experience, illuminated with anecdotes and cartoons that bring the subject matter to life. Features clear definitions of financial terms, worked examples of transactions and contracts, and much more. Contains everything you need to know to understand the world of bonds, from financial guru Mark Mobius. Features real life anecdotes from Mobius's own remarkable experiences in the markets. Compelling reading, *Bonds: An Introduction to the Core Concepts* contains everything novice traders and investors need to explain the markets, in plain English.

From the Inside Flap: Compared to the wild and woolly world of stocks, bonds can seem downright dull. However, the amount invested in fixed income securities, globally, exceeds that of stocks five-to-one. Offering significantly less risk than stocks, a predictable income stream, and highly stable long-term rates of return, bonds provide investors with a great hedge against the vagaries of the stock market and other forms of financial speculation. But don't be deceived by their seeming simplicity. As evidenced by the wave of defaults that recently swept the corporate bond market, bonds are far from being risk-free investments. As Dr. Mark Mobius explains in this volume in the internationally acclaimed Mark Mobius Masterclass series, there are many different types of bonds, each with its own unique risk profile and potential hazards. Whether you're a newcomer to bonds, or are considering expanding your exposure to them, you need up-to-date information about how they work as well as expert advice and guidance on how to develop bond investment strategies tailored to your specific needs, goals, and risk tolerance. *Bonds: An Introduction to the Core Concepts* provides all of that and much more. As is the case with all the volumes in the Mark Mobius Masterclass series, this book cuts through the technical jargon and mystique surrounding bonds to provide you with a clear picture of how and why the bond markets function as they do and how to take advantage of the investment opportunities they offer. You get: Clear, plain-English definitions of industry terms. Worked examples of transactions and contracts. Conceptual summaries and overviews. Proven valuation techniques. Quizzes that help reinforce learning. Fascinating and instructive war stories from a master fund manager. Direct answers to common questions on bond investing, comprehensive glossary of bond terms, and a guide to useful websites to pursue further resources. Written by one of the world's most respected fund managers, this lively, illustrated guide simplifies the complex world of bond investing for newcomers and experienced investors alike.

From the Back Cover: Praise For *Bonds* "An excellent introduction to the most important asset class in financial markets. A worthy text from Dr. Mobius that provides a focused description of all the pertinent issues for bond investors in his trademark accessible style." —Professor Moorad Choudhry, Department of Mathematical Sciences, Brunel University, and author of *The Principles of Banking* "Books about bonds aimed at a private investor readership are in short supply. This clear, logical guide from an acknowledged master investor should be read by any investor wanting to make fixed income stocks the cornerstone of his or her portfolio." —Peter Temple, financial journalist and author of *Magic Numbers* and *Magic Numbers for Bonds and Derivatives* "In times when Black Swan events seem to manifest themselves in financial crises with an increasing frequency, it is helpful to understand how the bond markets work, not only in a global big picture, context, but also with regard to investors' asset allocation preferences. *Bonds: An Introduction to the Core Concepts* provides broad and useful insight into all the key aspects of this asset class, its products, issuer and investor types, ratings considerations as well as investment strategies and portfolio building. Refreshingly written, this book differentiates itself from the conventional yet often intimidating mathematical approach to analyzing bond matters." —Florian Schmidt, Managing Director, Debt Capital Markets, Asia, ING, and author of *A Guide to Asian High Yield Bonds*

About the Author: Mark Mobius, Ph.D., Executive Chairman of Templeton Emerging Markets Group, currently directs analysts based in Templeton's 17 emerging markets offices and manages the emerging markets portfolios. Dr. Mobius has spent more than 40 years working in emerging markets all over the world. He joined Franklin Templeton Investments in 1987 as president of the Templeton Emerging Markets Fund, Inc. In 1999, he was appointed joint chairman of the Global Corporate Governance Forum Investor Responsibility Taskforce of the World Bank and Organization for Economic Cooperation and Development. Awards include: (1) "50 Most Influential People" by Bloomberg Markets Magazine in 2011, (2) "2010 Africa Investor Index Series Awards" by African Investor, (3) "Emerging Markets Equity Manager of the Year 2001" by International Money Marketing, (4) "Ten Top Money Managers of the 20th Century" in a survey by the Carson Group in 1999, (5) "Number One Global Emerging Market Fund" in the 1998 Reuters Survey, (6) "1994 First in Business Money Manager of the Year" by CNBC, (7) "Closed-End Fund Manager of the Year" in 1993 by Morningstar and, (8) "Investment Trust Manager of the Year 1992" by Sunday Telegraph. Dr. Mobius was also named by *Asiamoney* magazine in 2006 as one of their "Top 100 Most Powerful and Influential People." *Asiamoney* said, he "...boasts one of the highest profiles of any investor in the region and is regarded by many in the financial industry as one of the most successful emerging markets investors over the last 20 years. Despite tough times during the financial crisis nine years ago, he still commands a strong following in the investment world and is influencing the direction of billions of investment dollars." Dr. Mobius earned bachelor's and master's degrees from

Boston University, and a Doctor of Philosophy (Ph.D) in economics and political science from the Massachusetts Institute of Technology. He is the author of the books Trading with China, The Investor's Guide to Emerging Markets, Mobius on Emerging Market, Passport to Profits, Equities - An Introduction to the Core Concepts, Mutual Funds - An Introduction to the Core Concept, Foreign Exchange - An Introduction to the Core Concepts and Mark Mobius - An Illustrated Biography.