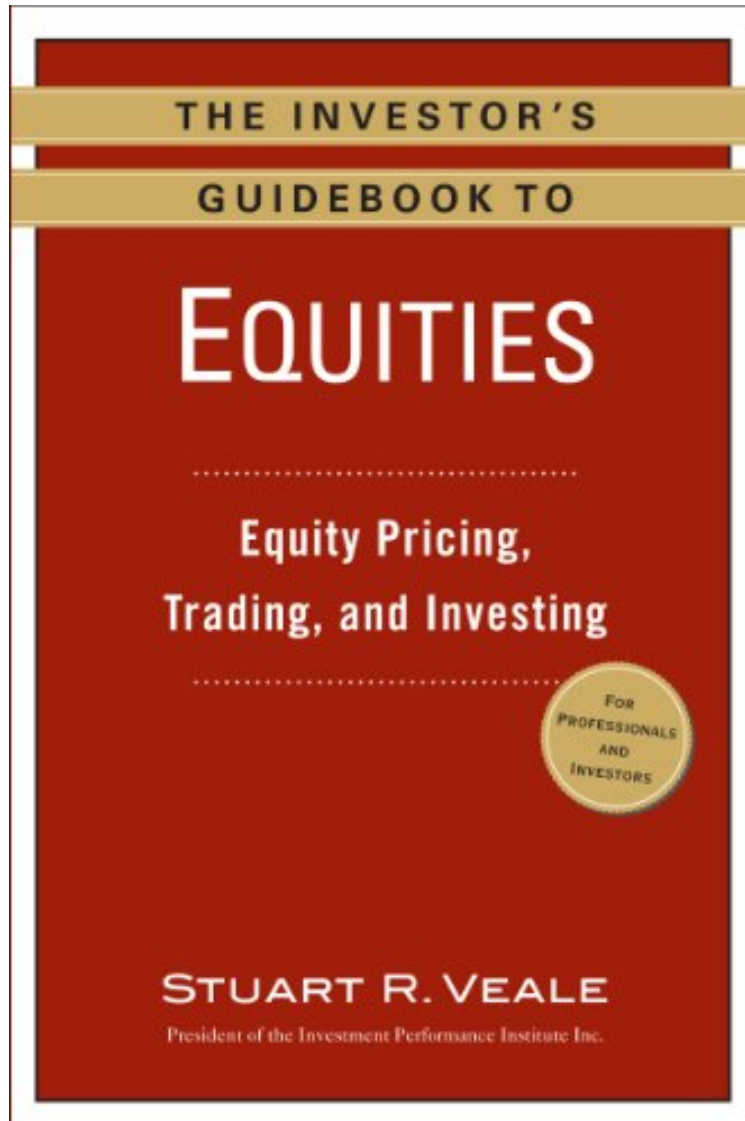


The Investor's Guidebook to Equities: Equity Pricing, Trading, and Investing

Stuart R. Veale

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- Determining and optimizing a company's weighted average cost of capital
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- How new stocks are issued
- The top ten equity strategies
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A concise, yet comprehensive, guidebook to understanding equity investments.

About the Author Stuart Veale is the President and founder of the Investment Performance Institute, Inc., a firm that specializes in providing advanced level practical capital markets training and consulting services to the financial services industry. Previously he was a Senior Vice President of Portfolio Strategy and Design for the National Sales Group at Prudential Securities Inc. and Senior Vice President of Advanced Training at PaineWebber Inc. He has published 6 books including The Handbook of the US Capital Markets, Bond Yield Analysis, Tapping the Small Business Market, Essential Investment Math, Essential Asset Allocation, and Stocks, Bonds, Options, Futures.