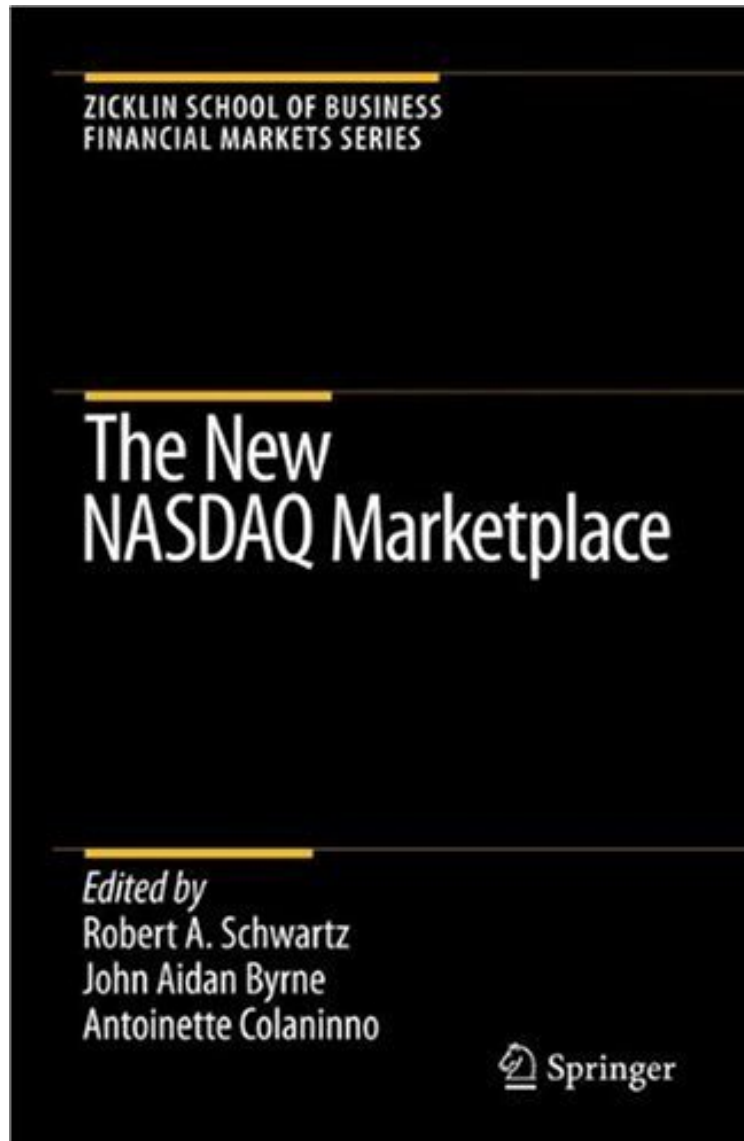


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## The New NASDAQ Marketplace (Zicklin School of Business Financial Markets Series)

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**From Springer :** The New NASDAQ Marketplace (Zicklin School of Business Financial Markets Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised The New NASDAQ Marketplace (Zicklin School of Business Financial Markets Series):

The NASDAQ Stock Market has been reengineered in recent years. The broader NASDAQ marketplace has also

experienced substantial growth and development. This conference brought together leading buy-side and sell-side participants and NASDAQ executives to put these changes into sharper focus. The resulting book assesses both the current market structure and the direction in which the new NASDAQ marketplace is heading.

From the Back CoverThe NASDAQ Stock Market has been reengineered in recent years from a competitive dealer market to a modern hybrid. The broader NASDAQ marketplace, including Electronic Communication Networks (ECNs) and Alternative Trading Systems (ATs), has also experienced substantial growth and development. This conference, hosted by the Zicklin School of Business, brought together leading buy-side and sell-side participants and NASDAQ executives to put these changes into sharper focus. The resulting book assesses both the current market structure and the direction of the new NASDAQ marketplace. The Zicklin School of Business Financial Markets Series presents the insights emerging from a sequence of conferences hosted by the Zicklin School at Baruch College for industry professionals, regulators, and scholars. Much more than historical documents, the transcripts from the conferences are edited for clarity, perspective and context; material and comments from subsequent interviews with the panelists and speakers are integrated for a complete thematic presentation. Each book is focused on a well delineated topic, but all deliver broader insights into the quality and efficiency of the U.S. equity markets and the dynamic forces changing them.

About the AuthorRobert A. Schwartz is Marvin M. Speiser Professor of Finance and University Distinguished Professor in the Zicklin School of Business, Baruch College, CUNY. Before joining the Baruch faculty in 1997, he was Professor of Finance and Economics and Yamaichi Faculty Fellow at New York University's Leonard N. Stern School of Business, where he had been a member of the faculty since 1965. Professor Schwartz received his Ph.D. in Economics from Columbia University. His research is in the area of financial economics, with a primary focus on the structure of securities markets. He has published numerous journal articles and eleven books, including *Equity Markets in Action: The Fundamentals of Liquidity, Market Structure and Trading*, Wiley Sons, 2004, and *Reshaping the Equity Markets: A Guide for the 1990s*, Harper Business, 1991 (reissued by Business One Irwin, 1993). He has served as a consultant to various market centers including the New York Stock Exchange, the American Stock Exchange, NASDAQ, the London Stock Exchange, Instinet, the Arizona Stock Exchange, Deutsche Bourse, and the Bolsa Mexicana. From April 1983 to April 1988, he was an associate editor of *The Journal of Finance*, and he is currently an associate editor of *the Journal of Quantitative Finance and Accounting*, *the Journal of Pacific Basin Financial Markets and Policies*, and *The Journal of Entrepreneurial Finance Business Ventures*, and is a member of the advisory board of *International Finance*. In December 1995, Professor Schwartz was named the first chairman of NASDAQ's Economic Advisory Board, and he served on the EAB until Spring 1999.