

# 5 texts in today's vitally important area of finance ...

## **Guide to Personal Finance: A Lifetime Program of Money Management**

Richard J. Stillman, University of New Orleans

A new approach to presenting personal finance material — a managerial concept that portrays the reader as a business manager responsible for all his financial affairs. The text is designed for an undergraduate course in personal finance or consumer economics. This major revision includes five new chapters, including material on inflation. **Instructor's Guide.** 1975 approx. 512 pp. \$10.95

## **Security Analysis and Portfolio Management**

Donald E. Fischer and Ronald J. Jordan, University of Connecticut

A complete integration of security analysis and portfolio management. A logical, systematic decision scheme takes the reader from an economy-industry-company analysis of risk and return for individual securities to the packaging of securities into portfolios and monitoring portfolio performance. **Instructor's Guide.** 1974 approx. 608 pp. \$14.95

## **Financial Markets and the Economy**

Charles N. Henning, William Pigott, and Robert Haney Scott, all of the University of Washington, Seattle

A text for upper-level graduate or beginning graduate courses in financial markets. Deals with how the general level and structure of interest rates and securities prices are determined, and various government policies that affect financial and economic activity. 1975 438 pp. \$13.95

## **Finance as a Dynamic Process**

Edwin J. Elton and Martin J. Gruber, both of New York University

Treats many important topics in corporate finance and investments in a multi-period setting. Contains numerous examples to aid the reader in understanding the material. 1975 176 pp. \$8.95

## **Working Capital Management**

Dileep R. Mehta, Georgia State University

Introduces students to the guidelines a corporate financial manager must develop to create decision rules and control indices. The text advances operational explanations of managerial problems wherever feasible. 1974 approx. 182 pp. pap. \$5.95; cloth \$8.95

For further information, please write: **Robert Jordan, Box J-49, College Division, Prentice-Hall, Englewood Cliffs, N.J. 07632.**

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