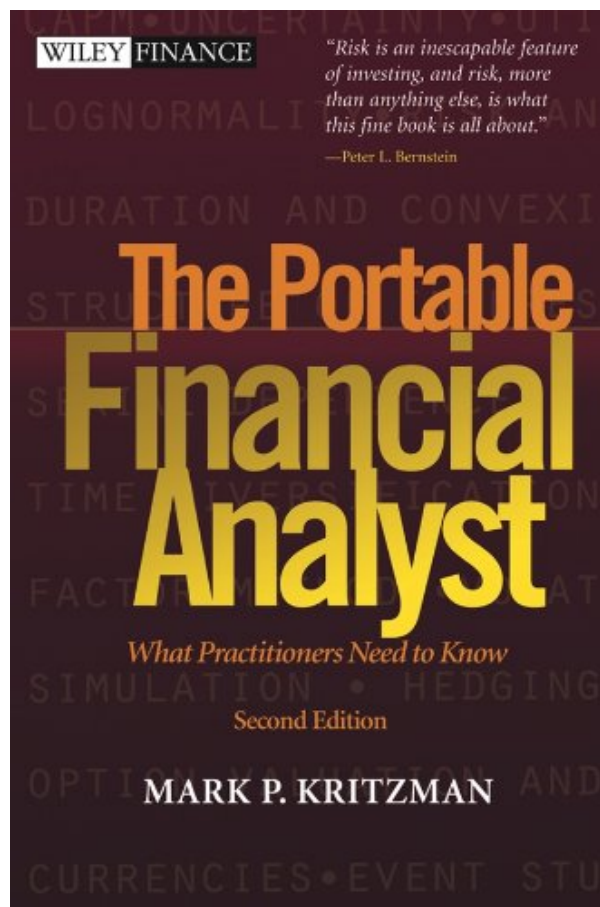


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WHAT PRACTITIONERS NEED TO KNOW
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The Portable Financial Analyst

What Practitioners Need to Know

Second Edition

MARK P. KRITZMAN

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To succeed in the world of finance you must have a solid understanding of the concepts and strategies used to perform proper investment analysis. Today, financial analysts are faced with increasingly technical topics that are theoretically complicated but practically necessary. To help you overcome these obstacles, financial expert Mark Kritzman has returned with a completely updated and expanded second edition of *The Portable Financial Analyst*.

The Portable Financial Analyst, Second Edition is a comprehensive collection of financial insight and advice that addresses the heart of every investor's and analyst's dilemma: how to make decisions in the face of unknown forces and how to assert some control over the outcome. Originally covered as columns in the *Financial Analysts Journal*, these self-contained chapters address often controversial and difficult quantitative topics without the technical jargon and mathematical symbolism that often permeate other writings. With a high degree of lucidity and impeccable logic, Kritzman shows you how to employ the tools of mathematics, statistics, and common sense when evaluating past results and projecting future performance.

Filled with in-depth insights and expert advice, this invaluable resource touches on a variety of financial topics that every financial practitioner must be familiar with, including:

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- Higher moments
- Time diversification
- Hypothesis testing
- Future value and risk of loss
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- And much more

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A good book for those who have no background in Finance

By WEN-SHU LEE

I am a student studying Applied Finance here. I find this book quite worth reading for the beginners in Financial study and practitioners as well. It elaborates many basic but not well-understood concepts in Finance in a simple way. This book was actually a collection of articles of a column "What Practitioners Need to Know" on Financial Analysts Journal. It has covered many important concepts in Financial area and tried to elaborate those ideas completely yet comfortably.

As the author said, "My presumed audience was who dabbles in quantitative methods. I have thus made an effort to avoid unnecessary technical jargon and to substitute numerical examples for mathematical symbolism." I think the author has achieved this point. However, this book is rather "old." I look forward to see the updated edition with other uncollected new articles.

For those who want to step into the palace of Finance, this is the book you couldn't miss.

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