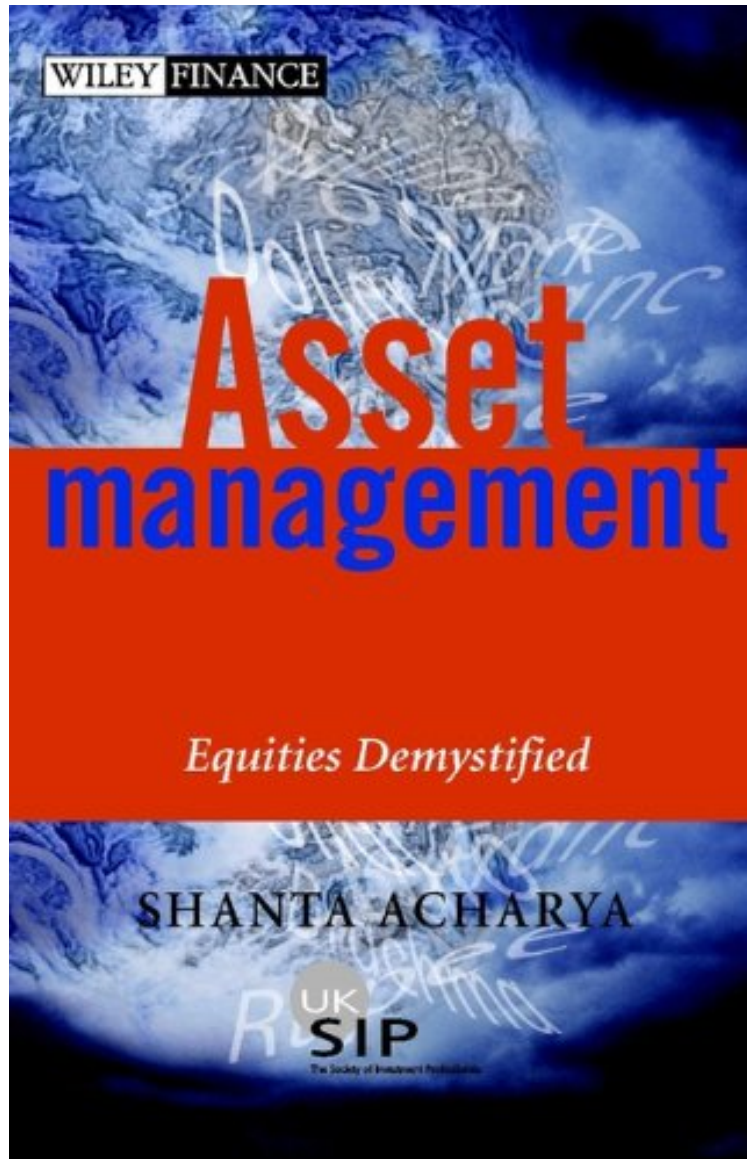


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Asset Management: Equities Demystified (Society of Investment Professions)

Shanta Acharya

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The future of fund management in the era of individual trading With the globalization of the financial markets, the rise of pension and tracker funds, and the technical feasibility for anyone to trade almost anything at any time, some are questioning the very necessity of highly paid fund managers. In *Asset Management*, Acharya argues that the industry is essential to the health of both the financial markets and the global economy at large and shows how the social implications of fund management reverberate throughout the world. Dr. Shanta Acharya (London, UK) was a fund manager for Swiss Bank and Baring Asset Management, following an academic career at Harvard and Oxford. She is currently a freelance writer and researcher. Over the years, financial professionals around the world have looked to the Wiley Finance series and its wide array of bestselling books for the knowledge, insights, and techniques that are essential to success in financial markets. As the pace of change in financial markets and instruments quickens, Wiley Finance continues to respond. With critically acclaimed books by leading thinkers on value investing, risk management, asset allocation, and many other critical subjects, the Wiley Finance series provides the financial community with information they want. Written to provide professionals and individuals with the most current thinking from the best minds in the industry, it is no wonder that the Wiley Finance series is the first and last stop for financial professionals looking to increase their financial expertise.

"hellip;Dr Acharaya is rather to be congratulated on having produced nothing less than a definitive study of an industry still in the process of adapting to a very changed worldhellip;" (Professional Investor, October 2002) nbsp; nbsp;From the Inside FlapAsset management has changed considerably over recent years. In this book, fund managers discuss the effect these changes have had on their business. Among the subjects featured, it is shown how the increased use of quantitative investment strategies and their application across equity related asset classes have helped investors in honing their skills as much as in evolving the tools they need to succeed in this new environment. This book analyses the different theories and practices predominant in the asset management industry today and discusses the implications for investors and the industry itself. Split into eight chapters, the book features discussions on: * Capital Market Revolution * The Alpha and Beta of Investing * Indexation * Active Management * Absolute Return Strategies * Private Equity * Socially Responsible Investing * Concluding ObservationsFrom the Back CoverIn recent years developments in information and communication technology, along with globalisation and trade liberalisation, have brought about a revolution in the capital markets. Always highly sensitive to global corporate trends, the asset management industry has been subject to huge changes in recent years. This book discusses the changing nature of asset management and the implications for investors. It is based on extensive research and interviews with a large number of distinguished practitioners in the industry. The issue of how technology has impacted on asset management is discussed and how, with the growth of the industry, more individuals are exercising control over their investments than ever before. Insightful and comprehensive, this book is a must for anyone involved in the management of money.