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Principles Of  
Financial  
Engineering, Third  
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*In this textbook the authors  
introduce the important concepts  
of the financial software domain,*

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*Advanced Finance)*  
*and motivate the use of an agile  
software engineering approach  
for the development of financial  
software. They describe the role  
of software in defining financial  
models and in computing results  
from these models. Practical*

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*examples from bond pricing, yield curve estimation, share price analysis and valuation of derivative securities are given to illustrate the process of financial software engineering. Financial Software Engineering also*

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*includes a number of case studies based on typical financial engineering problems: \*Internal rate of return calculation for bonds \* Macaulay duration calculation for bonds \* Bootstrapping of interest rates \**

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*Estimation of share price volatility*  
*\* Technical analysis of share*  
*prices \* Re-engineering Matlab to*  
*C# \* Yield curve estimation \**  
*Derivative security pricing \* Risk*  
*analysis of CDOs The book is*  
*suitable for undergraduate and*

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*postgraduate study, and for  
practitioners who wish to extend  
their knowledge of software  
engineering techniques for  
financial applications  
Solve common and not-so-  
common financial problems using*

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*Python libraries such as NumPy,  
SciPy, and pandas Key*

*Features Use powerful Python  
libraries such as pandas, NumPy,  
and SciPy to analyze your  
financial data Explore unique  
recipes for financial data analysis*



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*and processing with*

*PythonEstimate popular financial  
models such as CAPM and  
GARCH using a problem-solution  
approachBook Description*

*Python is one of the most popular  
programming languages used in*

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*the financial industry, with a huge set of accompanying libraries. In this book, you'll cover different ways of downloading financial data and preparing it for modeling. You'll calculate popular indicators used in*

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*Advanced Finance)*  
*technical analysis, such as  
Bollinger Bands, MACD, RSI,  
and backtest automatic trading  
strategies. Next, you'll cover time  
series analysis and models, such  
as exponential smoothing,  
ARIMA, and GARCH (including*

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*multivariate specifications), before exploring the popular CAPM and the Fama-French three-factor model. You'll then discover how to optimize asset allocation and use Monte Carlo simulations for tasks such as*

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*calculating the price of American options and estimating the Value at Risk (VaR). In later chapters, you'll work through an entire data science project in the financial domain. You'll also learn how to solve the credit card fraud and*

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*default problems using advanced classifiers such as random forest, XGBoost, LightGBM, and stacked models. You'll then be able to tune the hyperparameters of the models and handle class imbalance. Finally, you'll focus on*

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*learning how to use deep  
learning (PyTorch) for  
approaching financial tasks. By  
the end of this book, you'll have  
learned how to effectively  
analyze financial data using a  
recipe-based approach. What*

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*you will learn* Download and  
preprocess financial data from  
different sources Backtest the  
performance of automatic trading  
strategies in a real-world  
setting Estimate financial  
econometrics models in Python



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*and interpret their results Use  
Monte Carlo simulations for a  
variety of tasks such as  
derivatives valuation and risk  
assessment Improve the  
performance of financial models  
with the latest Python*

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*libraries Apply machine learning  
and deep learning techniques to  
solve different financial  
problems Understand the different  
approaches used to model  
financial time series data Who this  
book is for This book is for*

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*financial analysts, data analysts,  
and Python developers who want  
to learn how to implement a  
broad range of tasks in the  
finance domain. Data scientists  
looking to devise intelligent  
financial strategies to perform*

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*efficient financial analysis will  
also find this book useful.*

*Working knowledge of the Python  
programming language is  
mandatory to grasp the concepts  
covered in the book effectively.*

**FRIGHTENED MONSTERS.**

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**STOLEN TIME. AND ONE  
SERIOUSLY**

**UNDERESTIMATED DAMSEL.**

*Katie ran from the magical world  
years ago. She never planned on  
being dragged back in by a  
prophesying clamshell. The seers*

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*believe she alone can prevent an  
apocalypse of ruined time and  
broken worlds. Bran the Crow  
King believes she can save him  
from his cannibalistic grandfather.  
Katie believes they're all nuts.  
One thing is for certain: she's not*

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*waiting around for help.*

*Operation Katie Saves her Own  
Damn Self is officially on.*

*Investment and risk management  
problems are fundamental  
problems for financial institutions  
and involve both speculative and*

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*hedging decisions. A structured approach to these problems naturally leads one to the field of applied mathematics in order to translate subjective probability beliefs and attitudes towards risk and reward into actual decisions.*



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*In Risk and Portfolio Analysis the authors present sound principles and useful methods for making investment and risk management decisions in the presence of hedgeable and non-hedgeable risks using the simplest possible*

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*principles, methods, and models  
that still capture the essential  
features of the real-world  
problems. They use rigorous, yet  
elementary mathematics,  
avoiding technically advanced  
approaches which have no clear*

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*methodological purpose and are  
practically irrelevant. The  
material progresses  
systematically and topics such as  
the pricing and hedging of  
derivative contracts, investment  
and hedging principles from*

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*portfolio theory, and risk  
measurement and multivariate  
models from risk management  
are covered appropriately. The  
theory is combined with  
numerous real-world examples  
that illustrate how the principles,*

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*methods, and models can be combined to approach concrete problems and to draw useful conclusions. Exercises are included at the end of the chapters to help reinforce the text and provide insight. This book*

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*will serve advanced  
undergraduate and graduate  
students, and practitioners in  
insurance, finance as well as  
regulators. Prerequisites include  
undergraduate level courses in  
linear algebra, analysis, statistics*

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*and probability.*

*The Audacious Finance Partner*

*Broken Capitalism*

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*Practical Methods of Financial*

*Engineering and Risk*

*Management*

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Algorithms*

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often programmed. The  
reality is that most  
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and allocate money to them  
accordingly. The unique

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book shows you how to  
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interrelationships of  
different investment

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if you're a portfolio  
manager or an individual  
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building the optimal  
portfolio.

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is a highly  
acclaimed text on the fast-  
paced and complex subject  
of financial engineering.

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describes the  
"engineering" elements of

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financial engineering  
instead of the mathematics  
underlying it. It shows  
how to use financial tools  
to accomplish a goal  
rather than describing the  
tools themselves. It lays

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emphasis on the engineering aspects of derivatives (how to create them) rather than their pricing (how they act) in relation to other instruments, the financial



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market practices. This  
volume explains ways to  
create financial tools and  
how the tools work  
together to achieve  
specific goals.

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markets to financial  
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in hedge fund strategies,  
correlation swaps,  
structural models of  
default, capital structure  
arbitrage, contingent

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convertibles, and how to incorporate counterparty risk into derivatives pricing. Poised midway between intuition, actual events, and financial mathematics, this book can

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be used to solve problems  
in risk management,  
taxation, regulation, and  
above all, pricing. A  
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additional cases and

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financial industry  
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correlation swaps,  
structural models of  
default, capital structure  
arbitrage, contingent  
convertibles and how to  
incorporate counterparty  
risk into derivatives

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pricing, among other  
topics. Additions,  
clarifications, and  
illustrations throughout  
the volume show these  
instruments at work  
instead of explaining how

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additional cases and  
solutions to exercises  
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R Labs with real-data  
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and analytic methods for  
modeling and diagnosing  
modeling errors. These  
methods are critical

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to enormous quantities of  
data. To make use of this  
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prerequisites are basic knowledge of statistics and probability, matrices and linear algebra, and calculus. There is an appendix on probability, statistics and linear

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derivatives pricing, how  
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insider's view of this discipline  
and covers the strategies,  
principles, and measurement  
techniques necessary to manage  
and measure financial risk. Fully  
revised to reflect today's dynamic  
environment and the lessons to be*

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*positions and determination of  
needed reserves against valuation  
uncertainty, the structuring of  
limits to control risk taking, and a  
review of mathematical models  
and how they can contribute to  
risk control. Along the way, he  
shares valuable lessons that will*

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for market risk measurement and  
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top risk management practitioner  
Offers up-to-date examples of  
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*Provides an overview and  
comparison of the various  
derivative instruments and their  
use in risk hedging Companion  
Website contains supplementary  
materials that allow you to  
continue to learn in a hands-on  
fashion long after closing the*

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*book Focusing on the  
management of those risks that  
can be successfully quantified, the  
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definitive source for  
managing market and credit risk.  
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to develop a sound  
understanding of the engineering  
principles and their use in  
practice. Theoretical concepts*

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introduction to all of the main  
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practical applications. The book  
bridges the gap between  
mathematical theory and practice  
with a focus on educating*



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*investors on how to use, value,  
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futures, swaps, options, credit-  
default swaps, exotic options,  
CDO's, Binomial tree valuations,  
and Monte Carlo Simulations. All*

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*examples are available in a  
dynamic spreadsheet with  
macros and custom formulas*  
Content: Introduction Chapter 1 - What  
are Derivatives? Section 1:  
Financial Calculation  
Basics Chapter 2 - Time Value of  
Money Chapter 3 - The Yield

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InstrumentsChapter 4 - Futures  
and ForwardsChapter 5 -  
SwapsChapter 6 -  
OptionsChapter 7 - Credit  
Default SwapsSection 3: Exotic  
Derivative InstrumentsChapter 8  
- Binomial LatticesChapter 9 -

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*Monte Carlo Simulations* Chapter  
*10 - Exotics, CDO's and  
Rainbows* Section 4: Lessons  
*Learned the Hard Way* Chapter  
*11 - Derivative  
Disasters* Conclusion  
*"I recommend this book highly as  
one of the 10 most important*

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"must read" books published this  
year," Robert Plotkin, Founding  
President, World Trade Center  
San Diego. "Three Steps to  
Wealth & Financial Security - All  
That Glitters Isn't Gold" is a back  
to basics, easy to use guide to  
reassert financial control and

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*secure your financial future. The book draws on real world examples that husband-and-wife authors attorney Gary Laturno, Esq. and Victoria Kuick, MBA, have encountered in counseling over two thousand homeowners in financial distress since 2007.*

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*As a result, the book will be an easy read for people who find financial matters confusing or even frightening. The authors' straightforward guidance and recommendations will help many take charge of their financial futures. Comments by Readers: I*

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incredibly impressed! It's a huge  
undertaking to present an  
enormous wealth of REALLY  
important and helpful  
information in a streamlined  
way...but you guys did it! And, I  
think your readers will really*



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*schools, and the like. I hope you're aiming to reach the masses with this one—the subject matter is so salient right now, and this information is really resonating with people.* Jennifer Manganello, Esq., University of California, Hastings College of

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the unique way it was written in  
PowerPoint format—original,  
straightforward, and easy to  
follow. The information the book  
contains, and how it is explained,  
makes it stand out. You do not*

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*allow the reader to blame others  
or make excuses about their  
financial situation. You tell them  
to look in the mirror, take  
responsibility, and you show  
them that money problems are  
not hopeless but fixable. The  
stock and real estate investing*

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*sections are informative and easy to understand. You take the complexity out of stock market investing. You show real estate investors the pitfalls to avoid. Readers will especially benefit from how you compare and contrast real estate investing*

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*with the stock market and other  
investments — bonds, precious  
metals and cash. It's evident the  
book was written from firsthand  
experience, making it truly  
authentic. I am impressed both  
by your credentials and your  
experience counseling over 2,000*

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*homeowners in financial distress since 2007. This book cuts to the core of what people need to know and do to put their financial house in order. I highly recommend your book! Read it and you will substantially increase your financial I.Q. Dory*

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*authors ask and answer a  
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What are the lessons of the  
housing crisis? Why are savings  
rates in the United States so low?  
Why do so many retire on Social  
Security only? Why do so many  
mismanage their financial*

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*affairs? How do we put our  
financial house in order? What do  
we need to know and do to be  
financially secure? Understand  
the mistakes that so many made  
and continue to make. Fine tune  
your financial plan and money  
management*

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*skills. Recommendation: Read the book! Money management, financial planning, and wealth building are mandatory subjects not electives. Andrew J. Sussman, Esq., Partner, RSR Law Group, San Diego, California*

*Quantitative Finance*

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A Practitioner's Guide to  
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Risk*

*Computational Finance  
with R examples*

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The series of recent  
financial crises have thrown  
open the world of  
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financial modeling. This

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years of industry and  
academic experience to  
provide a cookbook of models  
for dealing with the

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markets.

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in financial decisions. This  
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alternate with chapters  
illustrating their use in  
modeling problems of  
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topics such as volatility

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optimization problems and  
constructing an index fund,  
using techniques such as  
nonlinear optimization  
models, quadratic  
programming formulations and  
integer programming models

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based on Master's courses in  
financial engineering and  
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exercises and case studies.  
It will be welcomed by  
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operational researchers and

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mathematical and  
computational finance and  
who are seeking a text for  
self-learning or for use  
with courses.

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powerful tools for portfolio  
analysis from the RMetrics R-  
package. Chapter 9 is a natural  
continuation of chapter 8 into  
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is that it is much more definite,  
often catastrophic and looks  
more like a shock. This is***

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than a marginal difference in  
operating efficiencies, for  
example. Competing on Risk  
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A comprehensive text and reference, first published in 2002, on the theory of financial engineering with numerous algorithms for pricing, risk management, and portfolio management.

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The 21st century business environment demands more analysis and rigor in marketing decision making. Increasingly, marketing decision making resembles design engineering-putting together concepts, data,

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analyses, and simulations to learn about the marketplace and to design effective marketing plans. While many view traditional marketing as art and some view it as science, the new marketing increasingly looks like engineering

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(that is, combining art and science  
to solve specific problems).

Marketing Engineering is the  
systematic approach to harness  
data and knowledge to drive  
effective marketing decision making  
and implementation through a

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marketing manager, who, with minimal background and technical training, must understand and employ the basic tools and models associated with Marketing Engineering. We offer an accessible overview of the most



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widely used marketing engineering  
concepts and tools and show how  
they drive the collection of the right  
data and information to perform the  
right analyses to make better  
marketing plans, better product  
designs, and better marketing

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decisions. What's New In the 2nd Edition While much has changed in the nearly five years since the first edition of Principles of Marketing Engineering was published, much has remained the same. Hence, we have not changed the basic

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structure or contents of the book.

We have, however Updated the  
examples and references. Added  
new content on customer lifetime  
value and customer valuation  
methods. Added several new  
pricing models. Added new material

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on "reverse perceptual mapping" to describe some exciting enhancements to our Marketing Engineering for Excel software. Provided some new perspectives on the future of Marketing Engineering. Provided better

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alignment between the content of  
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cases available with Marketing  
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In the field of financial risk  
management, the 'sell side' is the  
set of financial institutions who offer

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risk management products to corporations, governments, and institutional investors, who comprise the 'buy side'. The sell side is often at a significant advantage as it employs quantitative experts who provide

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the buy side instead, focusing on educating corporate and institutional users of risk management products on the essential knowledge they need to be an intelligent buyer. Rather than teach financial engineering, this



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volume covers the principles that  
the buy side should know to enable  
it to ask the right questions and  
avoid being misled by the  
complexity often presented by the  
sell side. Written in a user-friendly  
manner, this textbook is ideal for

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