Grow Smart Risk Less A Low Capital Path To Multiplying Your Business Through Franchising

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American Dream - Jason Navallo 2016-10-01

Smart Growth and Climate Change - Matthias Ruth 2006-01-27
'The consensus on global warming and its effects are now almost unanimous. Even those politicians with serious denial issues are converting. That said, the question becomes: How well does this book deal with urban sprawl and climate change? Professor Ruth is a master at organizing thought (and of creative thought... but an editor most needs the former). He has pulled together a very impressive list of experts from good institutions and organized their contributions to this subject in a meaningful, useful way. I think the coverage of the issue is both very competent and complete.' - Bruce Hannon, University of Illinois, Urbana, US This innovative volume systematically brings together two strands of applied research that, to date, have been carried out separately - 'smart growth' research and climate change adaptability research. By providing theory, models, and case studies from North America, Oceania and Europe, the book creates synergies between the two strands, reconciles differences, and provides insights for decision-makers at national and local levels.
Grow Smart, Risk Less - Shelly Sun 2011
Experienced franchisor Shelly Sun shares practical advice, insights, and her own compelling experiences to help readers discover the power and avoid the pitfalls of franchising their businesses. * A low-risk, low-capital path to astounding growth. In today's economic environment, and long into the future, access to capital is limited. Successful business owners have few options for dramatically expanding their brand, taking it to the regional, national, or even international arena. Grow Smart, Risk Less describes how readers, through franchising, can use other people's money and leverage their success for rapid growth. * Covers the entire process of franchising. Most books on franchising focus on educating the franchisee, but this book is designed to fully educate the franchisor. The author walks readers through each stage of the franchising process: from determining if they have a franchisable concept, to assembling a professional team without wasting money, to adjusting the business model along the way for optimum growth, to growing as a leader to assume new challenges. * Written by an experienced, nationally lauded franchisor. Unlike many authors of books on franchising, Shelly Sun has been through the process, growing her business from $1 million to $100 million in five years. She's been named entrepreneur of the year by the International Franchise Association and is being featured on a network prime-time show about compelling companies.
Smart Risk - Maili Wong 2016-03-11
Start Your Journey to A Work-Optional Life Investing is risky, and successful investors know what it means to take smart risks. In SMART RISK, leading wealth catalyst and portfolio manager Maili Wong shares her techniques to help you build an investment strategy and roadmap leading to a work-optional life having the freedom to live the lifestyle you choose, regardless of market conditions. Smart Risk Investing balances art and science in a financial decision-making process that continuously stacks the odds in your favor to increase your chance of successfully reaching your financial purpose and goals. It often involves adjusting your mind-set and recognizing internal biases that may be holding you back from achieving long-term financial success. You don t have to be ultra-wealthy to apply their secrets to achieving retirement sooner and enjoying a work-optional life. To overcome challenges faced amidst today s volatile markets and changing investment environment, SMART RISK outlines a path for you to think differently about risk, then act differently, to ultimately create financial empowerment and lasting financial freedom...one investment at a time."
EBOOK: Essentials of Investments: Global Edition - Zvi Bodie 2013-01-16
Introducing... Essentials of Investments, 9th Global Edition, by Zvi Bodie, Alex Kane and Alan J. Marcus. We are pleased to present this Global Edition, which has been developed specifically to meet the needs of international Investment students. A market leader in the field, this text emphasizes asset allocation while presenting the practical applications of investment theory without unnecessary mathematical detail. The ninth edition includes new coverage on the roots and fallout from the recent financial crisis and provides increased content on the changes in market structure and trading technology. Enhancements to this new Global Edition include: - New 'On the market front' boxes highlight important investment concepts in real world situations across the globe, to promote student thinking without taking a full case study approach. Topics include short-selling in Europe & Asia, credit default swaps and the debt crisis in Greece and include examples from Commerzbank, JP Morgan, Facebook, Coca-Cola, Santander, The European Energy Exchange, plus many more! - Revised worked examples illustrate problems using both real and fictional scenarios from across the world to help students develop their problem solving skills. Regional examples include Hutchinson Whampoa (Asia), The Emirates Group (The Middle East) and KLM Royal Dutch Airlines (The Netherlands). - Revised end-of chapter material includes brand new global questions and global internet exercises that feature currencies, companies and scenarios from Europe, Middle East, Africa and Asia to increase engagement for international students. - Global Edition of Connect Plus Finance, McGraw-Hill's web-based assignment and assessment platform with eBook access, helps students learn faster, study more efficiently, and retain more knowledge. This Global Edition has been adapted to meet the needs of courses outside of the United States and does not align with the instructor and student resources available with the US edition.
CFA Program Curriculum 2019 Level III Volumes 1-6 Box Set - CFA Institute 2018-08-24
Apply CFA Program concepts and skills to real-world wealth and portfolio management for the 2019 exam The same official curricula that CFA Program candidates receive with program registration is now publicly available for purchase. CFA Program Curriculum 2019 Level III, Volumes 1-6 provides complete, authoritative guidance on synthesizing the entire CFA Program Candidate Body of Knowledge (CBOK) into professional practice for the 2019 exam. This book helps you bring together the skills and concepts from Levels I and II to formulate a detailed, professional response to a variety of real-world scenarios. Coverage spans all CFA Program topics and provides a rigorous treatment of portfolio management, all organized into individual study sessions with clearly defined Learning Outcome Statements. Visual aids clarify complex concepts, and practice questions allow you to test your understanding while reinforcing major content areas. Levels I and II equipped you with foundational investment tools and complex analysis skill; now, you'll learn how to effectively synthesize that knowledge to facilitate effective portfolio management and wealth planning. This study set helps you convert your understanding into a professional body of knowledge that will benefit your clients' financial futures. Master essential portfolio management and compliance topics Synthesize your understanding into professional guidance Reinforce your grasp of complex analysis and valuation Apply ethical and professional standards in the context of real-world cases CFA Institute promotes the highest standards of ethics, education, and professional excellence among investment professionals. The CFA Program curriculum guides you through the breadth of

knowledge required to uphold these standards. The three levels of the program build on each other. Level I provides foundational knowledge and teaches the use of investment tools; Level II focuses on application of concepts and analysis, particularly in the valuation of assets; and Level III builds toward synthesis across topics with an emphasis on portfolio management.

Investment Industry Claims Debunked - R. P. Kurshan 2022

"This book is for people who want to know what to do with the money they save: so that it's there when they need it -- to buy a home, pay for college, etc. -- but also grows enough so they don't outlive it. The investment industry is fixated on the importance of maintaining a "balance" of stocks and bonds, shifting to more bonds as one ages. This book challenges this belief by arguing that what's actually important is to have just enough bonds and cash to support spending needs from a stable source, and to replenish these through the sale of stocks at propitious times when the stock market is not depressed. It features simple mathematical calculations, an explanation of basic financial objects like stocks, bonds, ladders, CDs, ETFs, or annuities, a discussion of how to evaluate financial risk, examinations of insurance, fraud deterrence, dollar cost averaging, benefits of a mortgage, risks of a pension, and general advice about healthcare. Although the book is written to be accessible to those with little or no prior knowledge of finance, the studies and conclusions presented here benefit a multitude of financial investors."--Amazon.com.

Black Enterprise - 1982-10

BLACK ENTERPRISE is the ultimate source for wealth creation for African American professionals, entrepreneurs and corporate executives. Every month, BLACK ENTERPRISE delivers timely, useful information on careers, small business and personal finance.

Getting to Smart Growth II - 2003

Investment Mistakes Even Smart Investors Make and How to Avoid Them - Larry Swedroe 2011-12-08

A guide to avoiding investment mistakes reveals the most common errors investors make and provides a framework for rethinking investment and money management strategies.

Smart Women Don't Retire -- They Break Free - The Transition Network 2008-06-13

For the amazing female pioneers who shattered the glass ceiling, a practical and inspiring guide to reinventing what's next. Boomer women have been trailblazers throughout their professional lives. Now that their careers are losing their edge and children leave the nest, these women are ready to do for retirement what they did for the working world--redefine it. The first book from The Transition Network focuses on the unique needs of women as they explore new possibilities and redesign the old model of retirement, which no longer offers the challenges that these women experienced throughout their careers. This book shows how to create new and exciting work and volunteer opportunities and how to discover new outlets for creativity and passion. Rich in practical advice and stories from women who have successfully navigated this stage, SMART WOMEN DON'T RETIRE -- THEY BREAK FREE is a blueprint for women seeking a whole new set of life choices. THE TRANSITION NETWORK is a nation-wide community of women who are creating exhilarating new transition possibilities. Members network through monthly programs; online; and through dynamic peer groups. Members have had successful careers in government, finance, international corporations, and the arts.

Equity Smart Beta and Factor Investing for Practitioners - Khalid Ghayur 2019-05-29

A guide to the popular and fast growing investment opportunities of smart beta Equity Smart Beta and Factor Investing for Practitioners offers a hands-on guide to the popular investment opportunities of smart beta, which is one of the fastest growing areas within the global equity asset class. This well-balanced book is written in accessible and understandable terms and contains an in-depth manual filled with analytical information and new ideas. The authors—noted experts in the field—include a definition of smart beta investing and detail its history. They also explore the distinguishing characteristics of smart beta strategies, offer an overview of factor investing, and reveal the implementation of smart beta approaches. Comprehensive in scope, the book contains helpful examples of applications, real-life illustrative case studies, and contributions from leading and respected practitioners that explain how they approach smart beta investing. This important book: Contains an in-depth exploration of smart beta investing Includes the information written in clear and accessible language Presents helpful case studies, illustrative examples, and contributions from leading and respected experts Offers a must have resource coauthored by the Head of Goldman Sachs' equity smart beta business Written for investors who want to tap into the opportunities that smart beta offers, Equity Smart Beta and Factor Investing for Practitioners is the comprehensive resource for learning how to create more efficient overall equity portfolios.

Kiplinger's Personal Finance - 1993-09

The most trustworthy source of information available today on savings and investments, taxes, money management, home ownership and many other personal finance topics.

The Smart Money Woman - Arese Ugwu 2016-08-22

The Smart Money Woman—An African girl's journey to financial freedom Meet Zuri. She's living a fabulous life. Great car, gorgeous apartment, well paid job. Meet Zuri. Broken down car, an apartment she cant afford, a job she's about to lose. What's a broke girl to do? With her best friends Tami (the flighty fashion designer), Lara (the tough oil and gas executive), Adesuwa (the conservative lawyer), and Ladun (the fabulous housewife), Zuri grows a little, learns a lot and navigates her way to making better financial decisions and building wealth. This book tackles, debt, spending, the consumerist culture of the African middle class, the fear and misconceptions surrounding money and the lack of it, love, friendships, cultural and societal pressures and the roles they play in success. With each chapter comes a Smart Money Lesson, there to help you work your way up the financial ladder.

Poverty Reduction and Growth - 2006-01-01

"That raising income levels alleviates poverty, and that economic growth can be more or less effective in doing so, is well known and has received renewed attention in the search for pro-poor growth. What is less well explored is the reverse channel: that poverty may, in fact, be part of the reason for a country's poor growth performance. This more elabborated view of the development process opens the door to the existence of vicious circles in which low growth results in high poverty and high poverty in turn results in low growth. Poverty Reduction and Growth is about the existence of these vicious circles in Latin America and the Caribbean about the ways and means to convert them into virtuous circles in which poverty reduction and high growth reinforce each other. Through its analysis of fresh data and the attention it pays to issues such as the persistent inequality in the region, the role played by various microdeterminants of income, and the potential existence of human capital underinvestment traps, this title should be a valuable contribution to the current regional debate on poverty and growth, a debate that is critical to the design of policies conducive to enhancing welfare in all is dimensions among the poor of Latin America and the Caribbean."

Portfolio Management in Practice, Volume 3 - CFA Institute 2020-11-11

Discover the latest essential resource on equity portfolio management for students and investment professionals. Part of the CFA Institute's three-volume Portfolio Management in Practice series, Equity Portfolio Management offers a fuller treatment of active versus passive equity investment strategies. This text outlines key topics in the portfolio management process with clear, concise language to serve as an accessible guide for students and current industry professionals. Building on content in the Investment Management and Equity Valuation volumes in the CFA Institute Investment Series, Equity Portfolio Management provides an in-depth, technical examination of constructing and evaluating active equity methods. This volume explores: An overview of passive versus active equity strategies Market efficiency underpinnings of passive equity strategies Active equity strategies and developing portfolios to reflect active strategies Technical analysis as an additional consideration in executing active equity strategies To further enhance your understanding of the tools and techniques covered here, don't forget to pick up the Portfolio Management in Practice, Volume 3: Equity Portfolio Management Workbook. The workbook is the perfect companion resource containing Learning Outcomes, Summary Overview sections, and challenging practice questions that align chapter-by-chapter with the main text. Equity Portfolio Management alongside the other Portfolio Management in Practice volumesdistill the knowledge, skills, and abilities readers need to succeed in today's fast-paced financial world.

Management Accounting and Control - Michel Charifzadeh 2017-10-30

Management accounting has been the basic toolbox in business administration for decades. Today it is an integral part of all curricula in business education and no student can afford not to be familiar with its basic concepts and instruments. At the same time, business in general, and management accounting in particular, is becoming more and more international. English clearly has evolved as the "lingua franca" of international business. Academics, students as well as practitioners exchange their views and ideas, discuss concepts and communicate with each other in English. This is certainly also true for management accounting and control. Management Accounting is becoming more and more international. ?Management Accounting and Control? is a new textbook in English covering concepts and instruments of management accounting at an introductory level (primarily at the Bachelor level, but also suited for general management and MBA courses due to a strong focus on practical relevance). This textbook covers all topics that are relevant in management accounting in business organizations that are typically covered in German and Central European Bachelor courses on management accounting and control. After a general introduction to the field of management accounting and control the book discusses cost management as an extension of cost accounting. Typical cost management instruments such as target costing, life cycle costing and process-based costing approaches are explained in detail. Differences between Anglo-American activity-based costing (ABC) and German process-based costing are highlighted. The book then turns to an extensive discussion of planning and budgeting tasks in management accounting with a strong focus on the practical application of the topic such as developing a budget in practice. Another chapter is dedicated to a comparison of traditional budgeting with modern /alternative budgeting approaches. A major part of the book is dedicated to the broad area of performance management. The relevance of financial statement information for performance management purposes is discussed in detail. In addition, the most widely spread financial performance indicators are illustrated using real-world examples. The book also includes detailed content on value-based management control concepts. In a consecutive chapter, performance measurement is linked with strategy while extensively discussing the Balanced Scorecard as a key tool in strategic performance management. The remaining parts of the book deal with management reporting as one of the main operative tasks in management accounting practice. The book closes with insight into new fields and developments that currently influence management accounting practices and research and promise to play an increasingly important role in the future.

Growing Smart Legislative Guidebook - Stuart Meck 2020-12-18
States and their local governments have practical tools to help combat urban sprawl, protect farmland, promote affordable housing, and encourage redevelopment. They appear in the American Planning Association's Growing Smart Legislative Guidebook: Model Statutes for Planning and the Management of Change. The Guidebook and its accompanying User Manual are the culmination of APA's seven-year Growing Smart project, an effort to draft the next generation of model planning and zoning legislation for the United States. The Guidebook is also pertinent to those who are affected by planning decisions and who have an interest in how the statutes are revised, including: Local planners Builders Developers Real estate and design professionals Smart growth and affordable housing advocates Environmentalists Highway and transit specialists Citizens.

Fundamentals of Investing - Lawrence J Gitman 2015-05-20
“What are the best investments for me?”... “What about risk?”... “Do I need professional help with my investments and can I afford it?” Mastering the language, concepts, vehicles and strategies of investing can be challenging. Fundamentals of Investing shows how to make informed investment decisions, understand the risks inherent in investing and how to confidently shape a sound investment strategy. Fundamentals of Investing 3rd edition is completely updated and introduces core concepts and tools used by Australian investors, providing a firm understanding of the fundamental principles of investments. Focusing on both individual securities and portfolios, students learn how to develop, implement and monitor investment goals after considering the risk and return of both markets and investment vehicles. Fundamentals of Investing is suitable for introductory investments courses offered at university undergraduate or post-graduate level, as well as colleges, professional certification programs and continuing education courses.

Pass the 6 - Robert Mark Walker 2010-12

The Dividend Growth Investment Strategy - RoxAnn Klugman 2001
By discussing and evaluating different investment strategies such as stocks, bonds, and mutual funds, an informative guide shows how DGIS (Dividend Growth Investment Strategy), which maximizes growth and produces income that doubles every five years, is a much better investment tactic, and includes research suggestions and materials, charts, and tables.

Get Smart, Be Rich : The Secrets Used By the Richest to Grow Income and Fortune, Get Rid of Old Mentality to Build a Wealthy Life - Alexandru Stefan Nicolita-Cristian 2017-09-21
Improve your financial education and your financial IQ to raise your income and fortune and live a wealthy life. You will discover how to apply the new rules of money and unlock your prosperous thinking in order to become financially independent and to live the lifestyle you dream about. The main ideas covered in this book: - why the subject of money is not being taught in school - the truth behind Federal Reserve Bank - new rules of money - why savers are losers - how to create cash flow generating assets - how to get rich using debt - how to make money when capital markets go up and also when they go down - how to profit from a crisis to get rich - why a network marketing business is a good option for anyone - how to unlock prosperous thinking to buid wealth - how to find your genius - which are the secrets of the richest - how to keep more money each month and secure your future - how to retire as a millionaire - work for significance to make the world a better place

Smart Guide to Maximizing Your 401(k) Plan - Barbara Hetzer 1999-08-18
An all-you-need-to-know introduction to the employer-sponsored retirement plan that has revolutionized the way we save * Smart Ways to save with automatic payroll deductions and pretax contributions that let you earn more money and pay less taxes NOW and when you retire * Smart Advice on how much to contribute and what you need to know about your investment options, including advice on stocks, mutual funds, and bonds * Smart Insights into retirement alternatives with the traditional IRA and the new Roth IRA * Smart Tips on borrowing and withdrawing money from your 401(k) and IRA to buy a home or pay for college * Quick reading and easy referencing with a comprehensive index and loads of sidebars and tables Smart Guides take readers seriously. They satisfy even the most curious person's desire to know the essentials about any of a wide range of topics--from vitamins to mutual funds to stress relief. It's all about good reading and expert information. The choice is yours.

A Random Walk Down Wall Street: The Time-Tested Strategy for Successful Investing (Twelfth Edition) - Burton G. Malkiel 2019-01-01
A Best Book For Investors Pick by the Wall Street Journal’s “Weekend Investor” Whether you’re considering your first 401k contribution, contemplating retirement, or anywhere in between, A Random Walk Down Wall Street is the best investment guide money can buy. In this new edition, Burton G. Malkiel shares authoritative insights spanning the full range of investment opportunities—including valuable new material on cryptocurrencies like bitcoin, and “tax-loss harvesting”—to help you chart a calm course through the turbulent waters of today’s financial markets.

The Role of Innovation and Entrepreneurship in Economic Growth - Michael J Andrews 2022-03-11
This volume presents studies from experts in twelve industries, providing insights into the future role of innovation and entrepreneurship in driving economic growth across sectors. We live in an era in which innovation and entrepreneurship seem ubiquitous, particularly in regions like Silicon Valley, Boston, and the Research Triangle Park. But many metrics of economic growth, such as productivity growth and business dynamism, have been at best modest in recent years. The resolution of this apparent paradox is dramatic heterogeneity across sectors, with some industries seeing robust innovation and entrepreneurship and others seeing stagnation. By construction, the impact of innovation and entrepreneurship on overall economic performance is the cumulative impact of their effects on individual sectors. Understanding the potential for growth in the aggregate economy depends, therefore, on understanding the sector-by-sector potential for growth. This insight motivates the twelve studies of different sectors that are presented in this volume. Each study identifies specific productivity improvements enabled by innovation and entrepreneurship, for example as a result of new production technologies, increased competition, or new organizational forms. These twelve studies, along with three synthetic chapters, provide new insights on the sectoral patterns and concentration of the contributions of innovation and entrepreneurship to economic growth.

Kiplinger's Personal Finance - 1994-01
The most trustworthy source of information available today on savings and investments, taxes, money management, home ownership and many

other personal finance topics.

Modern Portfolio Management - Todd E. Petzel 2021-09-08

Get a practical and thoroughly updated look at investment and portfolio management from an accomplished veteran of the discipline In Modern Portfolio Management: Moving Beyond Modern Portfolio Theory, investment executive and advisor Dr. Todd E. Petzel delivers a grounded and insightful exploration of developments in finance since the advent of Modern Portfolio Theory. You'll find the tools and concepts you need to evaluate new products and portfolios and identify practical issues in areas like operations, decision-making, and regulation. In this book, you'll also: Discover why Modern Portfolio Theory is at odds with developments in the field of Behavioral Finance Examine the never-ending argument between passive and active management and learn to set long-term goals and objectives Find investor perspectives on perennial issues like corporate governance, manager turnover, fraud risks, and ESG investing Perfect for institutional and individual investors, investment committee members, and fiduciaries responsible for portfolio construction and oversight, Modern Portfolio Management is also a must-read for fund and portfolio managers who seek to better understand their investors.

EBOOK: Investments - Global edition - Zvi Bodie 2014-03-16

We are pleased to present this Global Edition, which has been developed specifically to meet the needs of internationalInvestment students. A market leader in the field, this text introduces major issues of concern to all investors and placesemphasis on asset allocation. It gives students the skills to conduct a sophisticated assessment of watershed current issuesand debates. Bodie Investments' blend of practical and theoretical coverage combines with a complete digital solution tohelp your students achieve higher outcomes in the course.

Five Pennies: Ten Rules to Successfully Build a Franchise Mega-Brand and Maximize System Profits - Lonnie Helgerson, CFE 2012-02-01

Five Pennies is 'THE FIELD MANUAL' for Building and Growing a Franchise Brand With the Right Mindset and Tools! This Book Contains over 120 Tools to Build, Grow and Manage a National Franchise Brand! Featuring Examples of 20 'Best of Class' Franchise Brands to learn from - and 10 'Mega-Wreck' stories to avoid! Learn About: - Creating and Growing Sustainable Unit Profitability - Managing Franchise System Relations - Staying Ahead of Your Growth Rate - Enhancing System Profits With Continued Education - Turning Your System Into a 'Best Practices' Machine - How to Recruit Franchise Buyer 2.0 and Maximizing Their Results - Structuring Layered Franchise Support and Marketing - Developing Macro-Level Programs for System Growth - Utilizing Technology to Grow and Manage a Brand - Resource Management for a Growing System

Exporting - Laurel J. Delaney 2014-01-25

"Delaney's excellent book truly is the definitive guide. It easily and thoroughly explains everything you need to know." Steve Strauss, USA Today "Exporting: The Definitive Guide to Selling Abroad Profitably is generously sprinkled with Notes and Tips that deliver concise, insightful bursts of advice and counsel. These suggestions alone are worth the price of the book. From planning to execution, Laurel Delaney is like a trusted guide—encouraging one forward, pointing out potential pitfalls, and helping navigate the way through the exciting and challenging world of exporting." John N. Popoli, President and CEO, Lake Forest Graduate School of Management "I highly recommend this book to anyone looking to export. The real world, nuts and bolts kind of advice and information it contains will save you money and time— and make you a more effective exporter." Steve King and Carolyn Ockels, Small Business Labs "Exporting: The Definitive Guide to Selling Abroad Profitably is an invaluable guide to navigating the often-challenging waters of exporting." Rieva Lesonsky, SmallBizDaily "Exporting: The Definitive Guide to Selling Abroad Profitably is the 'how to' manual on how to grow USA factories jobs. Step by step and easy to read." Drew Greenblatt, CEO, Marlin Steel "If you intend to grow your business beyond the U.S. border, Exporting: The Definitive Guide to Selling Abroad Profitably is a great place to start." Anita Campbell, founder of Small Business Trends "As a valued Chapter Chair of the Women Presidents' Organization, Laurel Delaney has addressed a key issue our members face. While 25% of our members are international, another 25% would like to do business internationally. This book is a powerful guide that will help empower business owners and entrepreneurs by giving them everything they need to know about exporting." Dr. Marsha Firestone, President and Founder of the Women Presidents' Organization "Exporting: The Definitive Guide to Selling Abroad Profitably takes the fear out of going global. It provides a step-by-step roadmap with very detailed and practical advice. From helping to identify markets to developing the relationships necessary for sales and distribution--this book is a must-have for any business trying to expand globally and profitably." Ellen A. Rudnick, Executive Director and Clinical Professor, Polsky Center for Entrepreneurship and Innovation, University of Chicago, Booth School of Business Exporting: The Definitive Guide to Selling Abroad Profitably is for entrepreneurs and small business owners—the makers, movers, and shakers in our world—interested in taking their businesses to the next level of growth through exports. In the old days, creating an international business was left to relatively few--those with the wherewithal to move boatloads of goods into foreign countries. But now, thanks to the Internet, businesses of all sizes have a huge new opportunity to sell both goods and services globally. Yet only 1% of all U.S. businesses export. Why? Typically, exporting begins with unsolicited inquiries from foreign customers on the web via email, website, blog, or posting on a Facebook page. People outside your country want your product, and they want it now. The problem is that most small business owners do not know how to service these inquiries. What's the best way to ship goods? Do I need a license? Should I sell through wholesalers in specific countries or directly to consumers? How will I get paid? Help is here—Exporting equips you with the knowledge you need to market, sell, and fulfill orders internationally, taking full advantage of the Internet and the opportunities it creates. It also imparts a can-do spirit on exporting, leading to greater revenues, stability, and profitability for your business. Exporting: The Definitive Guide to Selling Abroad Profitably: Lays out simple steps to conduct market research, find customers, open new markets, get paid, and ship goods and services. Takes you through the exporting process via the Internet and other means. Shows how to use social media to expand your international presence. Provides insider tips and strategies to export efficiently and profitably. Explains how the U.S. government helps exporters. Walks readers through the export business plan. With 70 percent of global buying power lying outside U.S. borders, exporting is not just an option for ambitious entrepreneurs--it's an absolute must for building and sustaining a successful future.

An Introduction to Franchising - Robert Webber 2017-09-16

An Introduction to Franchising is a concise yet comprehensive guide to the world of franchising. Looking at the field from the perspectives of the franchisor and the franchisee, the book offers a good balance between the theories behind good franchising practise, and hands-on practical guidance. Applied theory is evident in the broad range of real-life case studies included in the book. With many of the world's leading companies operating franchise models, this book will offer readers a genuine insight into the potential advantages and disadvantages of franchising. The book also examines the financial, legal and ethical implications of franchising, whilst anticipating future concerns and challenges for the franchising model. An Introduction to Franchising is an essential guide for all students of franchising, entrepreneurship and marketing. It is also a must-read for anyone wishing to start their own franchise business.

Equity Smart Beta and Factor Investing for Practitioners - Khalid Ghayur 2019-06-12

A guide to the popular and fast growing investment opportunities of smart beta Equity Smart Beta and Factor Investing for Practitioners offers a hands-on guide to the popular investment opportunities of smart beta, which is one of the fastest growing areas within the global equity asset class. This well-balanced book is written in accessible and understandable terms and contains an in-depth manual filled with analytical information and new ideas. The authors—noted experts in the field—include a definition of smart beta investing and detail its history. They also explore the distinguishing characteristics of smart beta strategies, offer an overview of factor investing, and reveal the implementation of smart beta approaches. Comprehensive in scope, the book contains helpful examples of applications, real-life illustrative case studies, and contributions from leading and respected practitioners that explain how they approach smart beta investing. This important book: Contains an in-depth exploration of smart beta investing Includes the information written in clear and accessible language Presents helpful case studies, illustrative examples, and contributions from leading and respected experts Offers a must have resource coauthored by the Head of Goldman Sachs' equity smart beta business Written for investors who want to tap into the opportunities that smart beta offers, Equity Smart Beta and Factor Investing for Practitioners is the comprehensive resource for learning how to create more efficient overall equity portfolios.

The Warren Buffett Philosophy of Investment: How a Combination

of Value Investing and Smart Acquisitions Drives Extraordinary Success - Elena Chirkova 2015-04-10
Revealed! The secret behind Warren Buffett's 20% return rate over 60 YEARS The Warren Buffett Philosophy of Investment reveals—for the first time—how the world's #1 investor combines his trademark value investing with a unique approach to mergers and acquisitions. The huge interest in Warren Buffett stems from the challenge to understand his history of earning more than 20% on capital annually during the last 60 years. Modern financial theory does not allow for this degree of success, nor has anyone else been able to replicate it. The book argues that Buffett's secret can be explained only if one looks beyond the theory of investing. The author sees the major drivers of his success as the transformation of Mr. Buffett's name into a super-brand of mergers and acquisitions, as well as his hands-off policy with respect to the acquired companies. As a result, Buffett enjoys numerous opportunities to buy first-class companies at moderate prices and keeps the existing good managers responsible for further value creation. Elena Chirkova is a professor of finance in the Higher School for Economics in Moscow and was previously Head of Corporate finance for Deloitte's office in Russia.
The Smart Investor's Survival Guide - Charles Carlson 2002-03-26
For today's shell-shocked individual investors, financial expert Charles B. Carlson offers hands-on advice on how to survive — and thrive — in a wildly fluctuating market. The economic recession of the past year, followed by the tragedy of September 11, sent a ripple of panic through investors in 2001. The market shed trillions of dollars in wealth, and hundreds of thousands of individual investors suffered substantial financial losses. The volatility we experienced last year was more than a fluke, argues investment expert Charles B. Carlson. With the ongoing changes in the economy, including changes in corporate reporting laws, instant availability of financial information, and the ability to buy and sell stocks with the touch of a keystroke, volatility is here to stay. But volatility isn't necessarily a bad thing. In fact, Carlson argues, if you know how to weather today stormy markets, investing in them can be very profitable. In The Smart Investor's Survival Guide, Carlson shows investors how to make volatility work to their advantage. First, he argues, it is critical that investors match their investment style — growth, value, buy and hold — to the kinds of stocks they pick. For long-term investors, Carlson recommends that a portion of their portfolio be invested in what he calls the calm eye of the storm, "easy hold" stocks that have consistent, steady growth, and very low volatility. Even in the terrible market downturn of 2000, when the Nasdaq lost 39 percent of its value and stocks like Lucent and Cisco saw their share price drop by 80 percent or more, a number of investment sectors actually gained in value. The Dow Jones index, minus its technology stocks, broke even. In other words, even in the worst markets, not every stock or sector goes down. Through what he calls the nine essential laws of successful investing in a volatile market, Carlson reveals: • How to diversify the portfolios across stock sectors and investment vehicles • The critical importance of matching one's investment style — value, growth, buy and hold — to the kinds of stocks one invests in • The importance of "easy hold" — no-brainer stocks — in a portfolio, stocks that will grow 10 to12 percent a year with minimal volatility. Written by one of the most trusted names in the financial community, The Smart Investor's Survival Guide shows investors how to master today's turbulent markets, and profit from them.
Executive Profiles - Chicago Tribune Staff 2013-03-26
Collected from the Chicago Tribune's column of the same name, Executive Profiles is an intimate and informative look into the lives of top Chicago business and organization leaders, executives, and CEOs. These profiles do more than just detail the success of these individuals' companies, however. In discussions that range from family to hobbies to personal business philosophies, the interviewers seek to understand the people behind the heads of these stalwart Chicago institutions. Arranged by industry, Executive Profiles is a serious look at an eclectic range of Chicago's movers and shakers, but it also offers an entertaining peek into the more personal, human sides of these business leaders. For fascinating insight into the habits and philosophies of Chicago's driven business and nonprofit executives, look no further than this inspiring collection.
Applied Equity Valuation - T. Daniel Coggin 1998-11-09
Applied Equity Valuation provides comprehensive coverage of the theory and practice of all aspects of valuation, including security valuation in a complex market, bottom-up approach to small capitalization active management, top down/thematic equity management, implementing an integrated quantitative investment process, applying the DDM, value-based equity strategies, market-neutral portfolio management, enhanced indexing, dynamic style allocation, and exploiting global equity pricing anomalies.
The Only Guide to a Winning Investment Strategy You'll Ever Need - Larry E. Swedroe 2005-01-01
Investment professional Larry E. Swedroe describes the crucial difference between "active" and "passive" mutual funds, and tells you how you can win the investment game through long-term investments in such indexes as the S&P 500 instead of through the active buying and selling of stocks. A revised and updated edition of an investment classic, The Only Guide to a Winning Investment Strategy You'll Ever Need remains clear, understandable, and effective. This edition contains a new chapter comparing index funds, ETFs, and passive asset class funds, an expanded section on portfolio care and maintenance, the addition of Swedroe's 15 Rules of Prudent Investing, and much more. In clear language, Swedroe shows how the newer index mutual funds out-earn, out-perform, and out-compound the older funds, and how to select a balance "passive" portfolio for the long hail that will repay you many times over. This indispensable book also provides you with valuable information about: - The efficiency of markets today - The five factors that determine expected returns of a balanced equity and fixed income portfolio - Important facts about volatility, return, and risk - Six steps to building a diversified portfolio using Modern Portfolio Theory - Implementing the winning strategy - and more.
Portfolio Management in Practice, Volume 1 - CFA Institute 2020-11-11
Portfolio Management in Practice, Volume 1: Investment Management delivers a comprehensive overview of investment management for students and industry professionals. As the first volume in the CFA Institute's new Portfolio Management in Practice series, Investment Management offers professionals looking to enhance their skillsets and students building foundational knowledge an essential understanding of key investment management concepts. Designed to be an accessible resource for a wide range of learners, this volume explores the full portfolio management process. Inside, readers will find detailed coverage of: Forming capital market expectations Principles of the asset allocation process Determining investment strategies within each asset class Integrating considerations specific to high net worth individuals or institutions into chosen strategies And more To apply the concepts outlined in the Investment Management volume, explore the accompanying Portfolio Management in Practice, Volume 1: Investment Management Workbook. The perfect companion resource, this workbook aligns chapter-by-chapter with Investment Management for easy referencing so readers can draw connections between theoretical content and challenging practice problems. Featuring contributions from the CFA Institute's subject matter experts, Portfolio Management in Practice, Volume 1: Investment Management distills the knowledge forward-thinking professionals will need to succeed in today's fast-paced financial world.
Investment Strategies for Tortoises - Robert G. Kahl CFA 2022-08-29
Investment Strategies for Tortoises is designed to make financial theory more accessible to nonprofessional investors so they may manage better their own investments or work with a financial advisor more effectively. It is written for those who wish to improve their asset allocation decision process and implement diversified strategies using mutual funds, ETFs, and closed-end funds. The book covers a broad range of investment topics including behavioral finance, the nature of risk, asset pricing theories, factor models, fixed income securities, currencies, precious metals, closed-end funds, the US financial system, some relevant macroeconomic theories, portfolio allocation, and fund considerations. If you want to boost your investment IQ, this is a good place to start.
Beyond Smart Beta - Gökhan Kula 2017-04-06
Delve into ETFs for smarter investing and a weatherproof portfolio Beyond Smart Beta is the investor's complete guide to index investing, with deep analysis, expert clarification and smart strategies for active portfolio management. From the general to the obscure, this book digs into every aspect of Exchange Traded Funds (ETFs) including ETCs and ETNs to break down the jargon and provide accessible guidance on utilising the indices as part of a more productive investment strategy. Succinct explanations of terms and concepts help you better grasp ETP anatomy, mechanics and practices, while examples, charts and graphs provide quick visual reference for total understanding. The expert author team examines the risks and benefits associated with various indexing approaches, sharing critical review of next-generation methods to help you make well-informed investment decisions. ETFs provide a solid

foundation within mature and well-researched markets, allowing investors to focus on areas where active management has the potential to reap higher returns. This book shows you how to take full advantage of the growth of this market to strengthen your portfolio for the long term. Assess the current landscape and the anatomy of ETFs/ETPs Understand ETP handling, costs, trading, and investment Evaluate the pros and cons of next-generation indexing approaches Avoid risk while incorporating indices into an active portfolio management strategy Index concepts have evolved from basic, passive investments through Smart Beta, and are evolving into a third generation of products that will quickly become an important element of investor portfolios. Key benefits have propelled ETFs to surpass hedge funds in global capital, and the growth shows no sign of slowing. Beyond Smart Beta provides a primer for investors seeking to understand — and take advantage of — these lucrative new products.

