



Applied Portfolio Management: How University of Kansas Students Generate Alpha to Beat the Street

Catherine Shenoy, Kent McCarthy

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When investment professional Kent McCarthy returned to teach at his alma mater, the University of Kansas, he planted the seeds for the Applied Portfolio Management (APM) program--a course that allows students to manage a real money portfolio, which has compiled a remarkable record of investment success. Now, with this book, you'll discover how to use the concepts covered in this class--from understanding the fundamental drivers of business success to buying at the right price--to enhance your own investment skills.

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