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**Uwe Götze, Deryl Northcott, Peter
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terms of their implications for investment decision making practice Getting investment decisions right is crucial but due to a complex and dynamic business environment this remains a challenging management task **Capital Ideas** Peter L. Bernstein, 2012-09-11 Capital Ideas traces the origins of modern Wall Street from the pioneering work of early scholars and the development of new theories in risk valuation and investment returns to the actual implementation of these theories in the real world of investment management Bernstein brings to life a variety of brilliant academics who have contributed to modern investment theory over the years Louis Bachelier Harry Markowitz William Sharpe Fischer Black Myron Scholes Robert Merton Franco Modigliani and Merton Miller Filled with in depth insights and timeless advice Capital Ideas reveals how the unique contributions of these talented individuals profoundly changed the practice of investment management as we know it today *Advertising Fortnightly*, 1925 **Advertising and Selling Fortnightly**, 1925 **Capital Ideas**

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