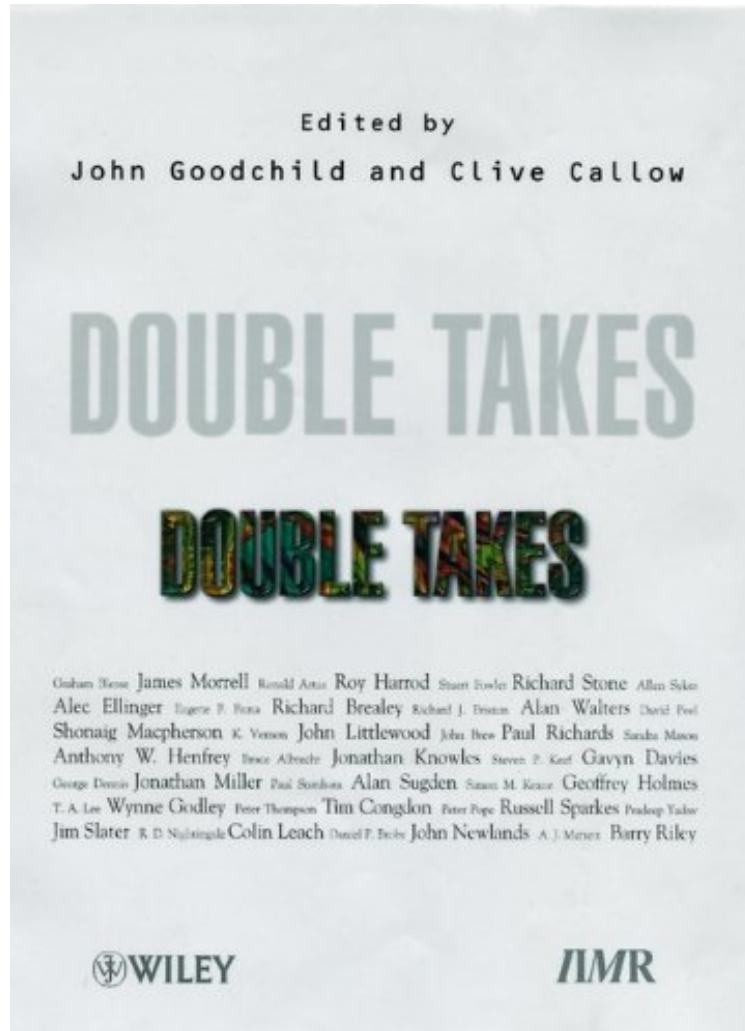


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## Double Takes (Wiley Investment (Hardcover))

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From the Inside Flap Four decades Professional Investor and its predecessor, Investment Analyst, the journal of The Institute of Investment Management and Research, has been publishing sound investment advice on topical issues from leading experts in the field. The articles in this collection cover financial subjects ranging from the first introduction of computers and mathematical techniques into finance, through the oil crisis years, to the valuation of brands, intellectual property and goodwill. Each article provides a fascinating insight both into the subject concerned and into contemporary thinking at the time of writing. All the articles have been selected for their significance to the financial world today. These fascinating articles are as relevant today as when first written. The Institute of Investment Management and Research (IIMR) is the professional examining body for investment analysts and fund managers in the UK. It provides the 'Threshold Competence' examination for fund managers and analysts, in addition to a six paper Associate examination. The Institute was founded in 1955 as the Society of Investment Analysts and changed its name in 1992. It was a founding member of EFFAS and has close links with AIMR in the US. Professional Investor is the journal of the IIMR and is published ten times a year. From the Back Cover In this classic book of investment wisdom John Goodchild and Clive Callow, editors of Professional Investor magazine, gather together four decades of advice from some of the leading financial practitioners and academics of the period. Some, at the time of writing, were at the peak of their careers, others were then just starting out in the world of finance but have subsequently become well-known writers or powerful figures in the City. About the Author JOHN GOODCHILD is Joint Editor of Professional Investor and has contributed articles on investment theory and practice to numerous magazines. He co-edited, with Paul Hewitt, a collection of essays on the Unlisted Securities Market, which was published by the IIMR. Originally an analyst with Mullens Co., John Goodchild is now Associate with KBR, the London stockbrokers. CLIVE CALLOW has had widespread experience in financial business news, starting as an editorial assistant in the newsroom of The Financial Times in the 1960s. After working for a US based publication specializing in the petroleum industry, he joined The Times, where he covered the early days of the North Sea oil search. His book, Power from the Sea, remains one of the best early accounts of this major UK industrial enterprise. Subsequently he became an oil analyst, helping to form the London Oil Analysts Group. Clive is Joint Editor of Professional Investor and is also an Associate of KBR.