



# Asset Management: Equities Demystified (Society of Investment Professions)

*Shanta Acharya*

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The future of fund management in the era of individual trading

With the globalization of the financial markets, the rise of pension and tracker funds, and the technical feasibility for anyone to trade almost anything at any time, some are questioning the very necessity of highly paid fund managers. In *Asset Management*, Acharya argues that the industry is essential to the health of both the financial markets and the global economy at large and shows how the social implications of fund management reverberate throughout the world.

Dr. Shanta Acharya (London, UK) was a fund manager for Swiss Bank and Baring Asset Management, following an academic career at Harvard and Oxford. She is currently a freelance writer and researcher. Over the years, financial professionals around the world have looked to the Wiley Finance series and its wide array of bestselling books for the knowledge, insights, and techniques that are essential to success in financial markets. As the pace of change in financial markets and instruments quickens, Wiley Finance continues to respond. With critically acclaimed books by leading thinkers on value investing, risk management, asset allocation, and many other critical subjects, the Wiley Finance series provides the financial community with information they want. Written to provide professionals and individuals with the most current thinking from the best minds in the industry, it is no wonder that the Wiley Finance series is the first and last stop for financial professionals looking to increase their financial expertise.

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