



Banca y mercados financieros (Spanish Edition)

José Antonio Martínez Álvarez, José Luis Calvo González

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Este libro trata de dar una visión cercana y accesible para todo el mundo de una cuestión tan compleja como es la de la banca y los mercados financieros. La actual situación de crisis financiera global ha provocado la preocupación de las autoridades económicas, de los políticos y de la sociedad civil en su conjunto. Pero también y, esto es lo más importante, de los ciudadanos. Una de las cuestiones más evidentes del problema de la crisis ha sido el desconocimiento por muchos sectores de la población mundial de determinados activos financieros y, en esa medida, el libro intenta informar a las personas interesadas sobre estos productos de una forma amena y con un lenguaje de fácil lectura. De esa manera, teniendo información precisa, estaremos en condiciones de evitar que este tipo de situaciones se puedan volver a producir. Por eso este libro puede ser útil a estudiantes universitarios de Economía, Administración y Dirección de Empresas o Derecho, pero también puede ayudar tanto a empleados de banca o a inversores como a cualquier persona que tenga interés en conocer y comprender el funcionamiento de estos mercados. Hace muchos años el más astuto de los héroes de la Guerra de Troya, Ulises, inició el regreso a su patria, en el camino tuvo infinidad de aventuras y dificultades para finalmente llegar a Itaca. A semejanza, pues, del personaje central de la Odisea, nosotros les invitamos a todos ustedes a participar en este viaje apasionante por el misterioso mundo de los mercados financieros.

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