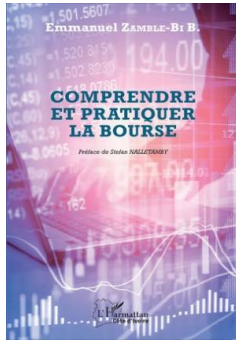


# “Understanding and Investing in the Stock Market”

## The Book



The book entitled "*Understanding and Investing in the Stock Market*" is a mix of theory and practice. It is for all who are interested in the stock market be they students, teachers, researchers, journalists, investors, bond issuers or capital markets professionals alike. It aims to contribute to a better understanding of its operations and practices, and enable economic operators acquire the necessary skills for decision making in matters responsible saving and investment. In this perspective, each section of the different chapters ends with case studies and exercises.

The book consists of 13 chapters and 5 key sections. After initial chapters on the definition of stock market and its operations, and an overview of stock market crashes, it is structured as follows:

- Section one introduces the various categories of issuers, investors and the types of traders in a Stock Market.
- Section two looks at the various equity operations; Initial Public Offerings, the listing process, performance indicators;
- The third section is on bonds, and describes the methods of bond issuance, technical evaluation, listing modalities and also introduces indicators for analyzing a bond;
- Section four of the book describes UCITS (Undertaking for Collective Investment in Transferable Securities) and derivative products;
- The fifth section of the book describes the mechanism of closing securities transactions

At the end of the book, there is a listing of African bond markets and the main stock exchanges across the world as well as a glossary of stock exchange jargon.

## The Author



**Emmanuel ZAMBLE-BI** holds an MBA from the University of Quebec, Montreal, and a Master's degree in Corporate Finance from the University of Abidjan. He has been a consultant in the capital markets industry for more than fifteen years. He has conducted studies on initiatives for bond markets development in ECOWAS, CEMAC and AMU (Arab Maghreb Union) regions, on behalf of international financial institutions. He began his career in 1992 at the Abidjan Stock Exchange (BVA) as a Trading Department Head. In 1998, after having contributed to setting up

the WAEMU Regional Stock Exchange (BRVM), he held the position of Director of Operations and Financial Information until 2011. Additionally, to presenting and delivering a number of international seminars and conferences, Mr. ZAMBLE-BI also contributes to the training of African financial executives.

He is the author of "Stock Markets: How to learn?".