



# Applied Portfolio Management: How University of Kansas Students Generate Alpha to Beat the Street

*By Catherine Shenoy, Kent McCarthy*

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When investment professional Kent McCarthy returned to teach at his alma mater, the University of Kansas, he planted the seeds for the Applied Portfolio Management (APM) program—a course that allows students to manage a real money portfolio, which has compiled a remarkable record of investment success. Now, with this book, you'll discover how to use the concepts covered in this class—from understanding the fundamental drivers of business success to buying at the right price—to enhance your own investment skills.

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