

Beat: Business

## **EDITIONS EMS CHAIRED BY SANDY CAMPART LAUNCHES THE BANQUE FINNCE COLLECTION**

### **MANAGEMENT & SOCIETY**

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**USPA NEWS** - Editions EMS Management & Society, a publishing house founded in 1997, launches the Banque - Finance Collection under the direction of Sandy Campart, professor - researcher director of IUP Bank Finance Assurance - IAE Caen. The collection is intended for savers and finance professionals who want to understand the structural changes in their business and provide the most informed advice possible to their clients. "What if we dared to invest in the stock market? "Sandy Campart and" What future for the bank - business relationship? By Sylvie Cieply are the first two books in the collection.

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#### **THE BOOK SHOWS HOW THE ORIGINATE TO DISTRIBUTE IS DEVELOPED BASED ON SECURITISATION**

In this 108-page book, the author shows how the development of an OTD (Originate To Distribute) model based on securitization can help to preserve, or even improve, the financing of companies by banks. "What future for the bank - business relationship? Has been available in bookstores since March 15th. It is unpredictable, impulsive, shameless, the stock market is scary. Savers stay away and prefer the stone, the tax niche and the booklet. However, far from being the source of frenzy and instability that the collective imagination sometimes describes, the integration of bonds or equity shares on the contrary makes it possible to cushion shocks while providing additional performance. This pragmatic book (84 pages) aims to demystify stock market investments. It questions the reader about the notion of risk and offers some ideas for investors who are anxious to make patrimonial choices that are both reasonable and optimal. "What if we dared to invest in the stock market? Will be available in bookstores from April 5th.-----

These two works mark the beginning of the Banking - Finance Collection of the EMS editions which will count four annual publications. The collection is aimed at an audience of savers, banking professionals and graduate students. These are short works (between 80 and 110 pages) sold at a single price (€ 14) and available in e-book (€ 9.99). In the coming months, this will be followed by works on pension plans, spousal protection, the choice of SICAVs and mutual funds, the financing of innovation and the rating of listed companies.

#### **ABOUT EMS - EDITION MANAGEMENT AND SOCIETY-----**

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#### **Article online:**

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