



# **Portfolio-Performance: Messung, Analyse und Präsentation für institutionelle Investoren (German Edition)**

*Silke Rieder*

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Die Messung der Performance von Anlageprodukten gemeinsam mit der Beurteilung der Performanceleistung der Manager wurde in der Vergangenheit bereits in vielen Veröffentlichungen ausführlich behandelt. Die intensive Beschäftigung mit dem Thema ist im Vermögensverwaltungsgeschäft mit Privatkunden zum großen Teil durch die Institutionalisierung der Vermögensverwaltung bedingt, aber auch durch die Erbgeneration, die zum quantitativen Wachstum des angelegten Vermögens einen entscheidenden Beitrag liefert. In der institutionellen Vermögensverwaltung sind es vor allem die Globalisierung der Finanzmärkte und die zunehmende Komplexität der Finanzinstrumente, welche die Performancemessung und -analyse immer wieder vor neue Herausforderungen stellen. Ein weiteres Schrifttum zu diesem Thema zu erstellen erscheint insbesondere vor dem Hintergrund der drastisch veränderten Ausgangslage mit Zuspitzung der Finanzmarktkrise im Sommer 2008 als notwendig und wertvoll.

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