

Beat: Business

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

### **MANAGEMENT & SOCIETY**

Paris, Washington DC, 06.05.2018, 20:32 Time

**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.

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. The bank - corporate relationship is a strategic asset. This relationship limits the risk of rationing that may occur in the credit market. It also enables the company to benefit from a financing offer adapted to its needs. This relationship, however, is part of a competitive and regulatory environment with strong changes that tends to call into question the classic model of bank financing.

#### **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-----**

Created in 1997, EMS publishes knowledge in management, management and news of our society in different forms: books, educational cases, free content, theses, memoirs, etc. Recognized nationally, EMS publications are aimed primarily at teachers, researchers, students, consultants, trainers or business leaders. See more at <http://www.editions-ems.fr/> (EMS)

#### **Article online:**

<https://www.uspa24.com/bericht-13327/editions-ems-chaired-by-sandy-campart-launches-the-banque-finnce-collection.html>

#### **Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Rahma Sophia Rachdi/Jedi Foster

**Exemption from liability:**

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Rahma Sophia Rachdi/Jedi Foster

**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)