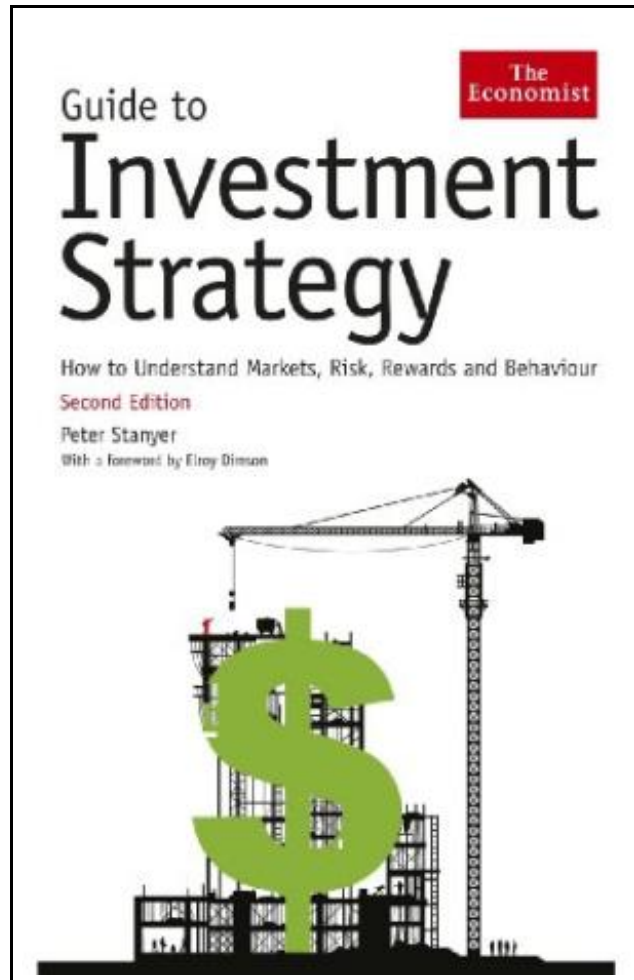


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Reviews

The publication is great and fantastic. It is probably the most remarkable book i actually have read through. Its been printed in an exceedingly easy way and it is merely right after i finished reading through this publication where in fact altered me, modify the way i think.

(Tomas Witting)

GUIDE TO INVESTMENT STRATEGY: HOW TO UNDERSTAND MARKETS, RISK, REWARDS AND BEHAVIOUR, SECOND EDITION



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Viva Books, 2010. Softcover. Book Condition: New. 2nd edition. Supported by detailed analysis, The Economist Guide to Investment Strategy outlines how to construct investment strategies that are appropriate for individual investors. It emphasises the importance of taking insights from behavioural analysis into account as well as the principles of traditional finance, and it explores the latest research which has created new understandings of what investors want to achieve and investors' customary mistakes. The first edition of the guide highlighted old-fashioned keep-it-simple strategies just as a wave of ever more complicated investment ideas appeared to be sweeping almost all in its path. It underlined the anchor role of government bonds in managing risk and emphasised the hidden threats of illiquidity as investments get more sophisticated and it warned of the dangers of taking comfort from surprisingly low volatility hedge fund strategies. The second edition has been extensively revised and extended, with its many charts and tables updated. But its central themes remain the same. Most investors save for the long term, not the short term. Government bonds not cash provide the safe haven. Equities can be more than adequate as a return-seeking risk asset. Alternative investments are complicated and often opaque, and the skills necessary to unearth opportunities are scarce. Contents: Part 1: The big picture ? Setting the scene ? Understand your behaviour ? Market investment returns: will the markets make me rich? ? Which should we do: buy-and-hold or time markets? ? The time horizon and the shape of strategy: keep it simple ? Part 2: Implementing more complicated strategies ? Setting the scene ? Equities ? Credit ? Hedge funds ? Private equity: information-based investment returns ? Real estate ? Art and collectibles Printed Pages: 288.

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