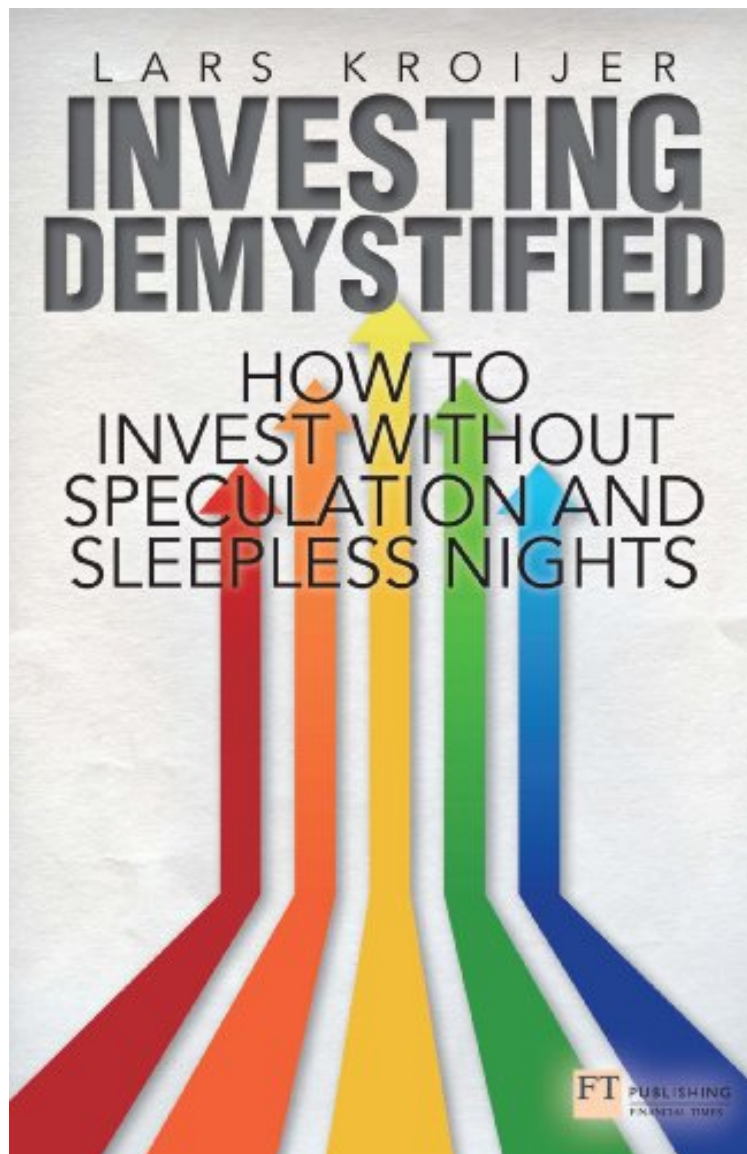


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Investing Demystified: How to Invest Without Speculation and Sleepless Nights (Financial Times Series)

Lars Kroijer

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By Arjun Balakrishnan As the title suggests, the book clearly unravels the mystery of Investing in a world of uncertainties and presents a clear set of guidelines that will be of tremendous value in helping people with an investment strategy. The book is a culmination of scholarly research, experience and insights that helps one understand the dynamics of the investment eco-system. The Author, Lars Kroijer has been candid and lucid in presenting his views which debunk existing paradigms of investment thought. The book is aimed at an Universal Audience, so with a little effort everyone can grasp the underlying theory and practice. It's a highly recommend book for both Investors and students of business alike.

arjun balakrishnan, Chennai, India

Don't spend your time worrying whether you can beat the markets: you don't need to beat them to be a successful investor. By showing you how to build a simple and rational portfolio and tailor it to your specific needs, Investing Demystified will help you generate superior returns.

With his straightforward and jargon-free advice, Lars Kroijer simplifies the often complex world of finance and tells you everything you need to know and everything that you don't need to worry about in order to make the most from your investments.

In Investing Demystified you will:

- Discover the mix of stocks, bonds and cash needed for a top performing portfolio
- Learn why the most broadly diversified and simplest portfolio makes the most sense
- Understand the right level of risk for you and how this affects your investments
- Find out why a low cost approach will yield benefits whilst leaving you with a higher quality portfolio
- Understand the implications of tax and liquidity