



Guide to Investment Strategy: How to Understand Markets, Risk, Rewards and Behaviour, Second Edition

By Peter Stanyer

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...



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