



Risk and the Smart Investor (Hardback)

By David C. Martin

McGraw-Hill Education - Europe, United States, 2010. Hardback. Condition: New. Language: English . Brand New Book. Master the most important investing skill of all-DECISION MAKING De-risking your investments requires knowing that there is much you don t know. -David X Martin Risk exists because of one simple fact: Decisions are always based on incomplete information. Therefore, to meet your investment goals over the long term, you must learn to manage the risks associated with a decision-making process that is by nature flawed. Risk and the Smart Investor provides a framework for making such decisions. Avoiding unrealistic promises of completely risk-free investing, world-renowned risk management expert David X Martin familiarizes you with the principles of risk management. Based on Martin s experience in managing risk at several of the world s largest financial institutions, this principlebased approach presents a unique perspective that helps you manage the risk in every investment you make. Risk and the Smart Investor provides not only a framework for managing risk in today s markets, it also prepares you to handle the next financial crisis-which is coming, sooner or later-by separating risk management into four separate processes:Assessment-know where you are, but accept the fact that you cannot...



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