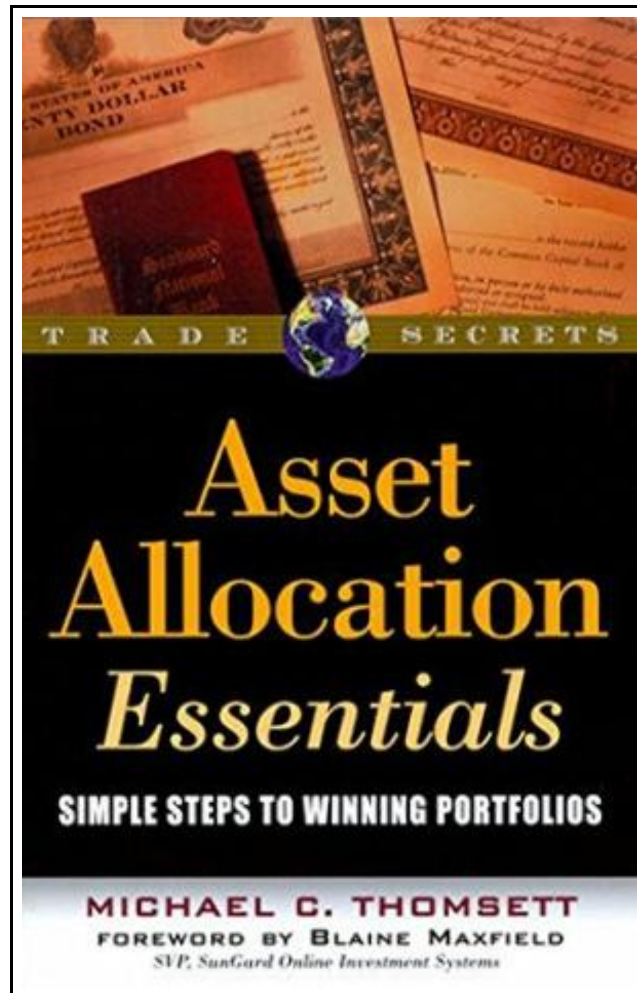# Asset Allocation Essentials: Simple Steps to Winning Portfolios (Paperback)

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Reviews

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(Mrs. Maybelle Gleason DDS)

ASSET ALLOCATION ESSENTIALS: SIMPLE STEPS TO WINNING PORTFOLIOS (PAPERBACK)

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John Wiley Sons Inc, United States, 2003. Paperback. Book Condition: New. 211 x 132 mm. Language: English . Brand New Book. Thomsett brings the all important concept of asset allocation into clear focus and puts it in the context of the contemporary investment world. I believe everyone - professional or individual investor - can learn something by taking the time to read this new guide --Blaine Maxfield, SVP, SunGard Online Investment SystemsInvestors and advisors alike have learned first hand the critical role proper asset allocation plays in every portfolio. Boom and bust cycles of the market, corporate scandals, and the passage of ERISA, continue to reinforce the need to develop intelligent and innovative strategies for the long-term.Now, best-selling author and respected asset allocation expert Michael Thomsett s compact new work provides some simple yet powerful steps for building consistently winning portfolios. Thomsett s focus is on the essential factors needed for constructing solid, asset-balanced portfolios, including.Proper management of risk through diversification - the foundation of any successful asset allocation programThe various types of risk involved with asset allocationHow to develop a highly personalized program that can be adapted for any investment scenarioCommon misperceptions surrounding asset allocation - and the core ingredients needed to create a high-performance portfolio Asset Allocation Essentials provides a fresh approach to a concept begun many years ago. Written in non-intimidating language, it s a great read for both time-crunched advisors - and clients who need a better understanding of the value proper asset allocation plays in building safe, profitable portfolios over time.

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