



The Complete Guide to Portfolio Construction and Management

Lukasz Snopek

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In the wake of the recent financial crisis, many will agree that it is time for a fresh approach to portfolio management. *The Complete Guide to Portfolio Construction and Management* provides practical investment advice for building a robust, diversified portfolio.

Written by a high-profile investment adviser, this book reveals a practical portfolio management framework and new approach to portfolio construction based on four key market forces: macro, fundamental, technical, and behavioural. It is an insight that takes the focus off numbers, looking instead at the role of risk and behavior in finance.

As we have seen with the recent finance meltdown, traditional portfolio management techniques are flawed. Investors need to understand those flaws and learn how to incorporate risk management and behavioral finance into their asset management strategies.

With a foreword by industry leader Francois-Serge L'habitant, this is your one-stop guide, with new ways for you to manage, grow and preserve your investment portfolio, even in uncertain markets.

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