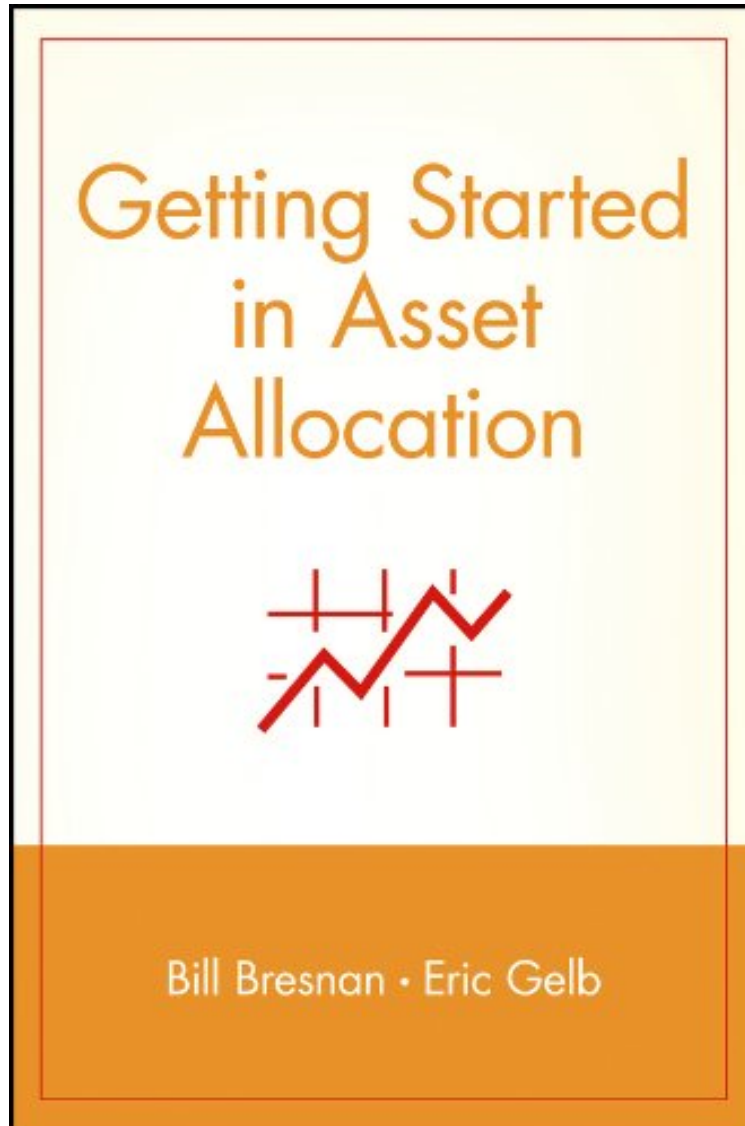


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Getting Started in Asset Allocation (Getting Started In.....)

Bill Bresnan, Eric Gelb

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Bill Bresnan, Eric Gelb : Getting Started in Asset Allocation (Getting Started In.....) before purchasing it in order to gage whether or not it would be worth my time, and all praised Getting Started in Asset Allocation (Getting Started In.....):

21 of 21 people found the following review helpful. Good place to startBy A CustomerThe book does a good job at explaining the various ways you can invest your money (stocks, bonds, options, etc.), but too many times refers you to your financial planner for more information. If you're just starting an investment portfolio, this would be a good place to start. If you're looking for guidance on how to tweak the portfolio you already have to achieve a certain level of risk

or returns, you should look elsewhere.

Asset allocation is an essential component of creating a solid portfolio. This indispensable guide clarifies the where, when and how to begin of asset allocation in plain English. Covering the basics of starting an asset allocation program, it offers sound advice, helpful tips, and practical guidelines - all corresponding to your particular financial situation, whether you're single, married with children, saving for college, or retired. Along with a helpful glossary of financial terms, here is where you will find complete details on: * Risk - the nature of risk, risk versus volatility, risk/reward trade-off, and the ten types of risk * Allocation techniques - financial objectives, cash flow needs, and tactical asset models * Low-, medium-, and high-risk assets - government securities, certificates of deposit, fixed annuities, corporate bonds, futures, commodities * Mutual funds and asset allocation - selecting funds, added rewards, additional risks * Maximizing wealth - value approach, re-balancing your portfolio, periodic review Getting Started in Asset Allocation, authoritative, accessible, comprehensive and completely up-to-date.

From the Back Cover A system for organizing investment holdings according to risk level, asset allocation is an essential component of creating a solid portfolio. Knowing where, when, and how to begin, however, can be confusing. This indispensable guide clarifies everything in plain English. Covering the basics of starting an asset allocation program, it offers sound advice, helpful tips, and practical guidelines; all corresponding to your particular financial situation, whether you're single, married with children, saving for college, or retired. Along with a helpful glossary of financial terms, here's where you'll find complete details on: Risk; the nature of risk, risk versus volatility, risk/reward trade-off, and the ten types of risk. Allocation techniques; financial objectives, cash flow needs, and tactical asset models. Low-, medium-, and high-risk assets; government securities, certificates of deposit, fixed annuities, corporate bonds, futures, commodities. Mutual funds and asset allocation; selecting funds, added rewards, additional risks. Maximizing wealth; value approach, rebalancing your portfolio, periodic review. BILL BRESNAN is the nationally known financial talk show host, author of several books on personal finance, and a contributor to Today's Investor magazine. ERIC GELB is a vice president in corporate finance with a major investment bank. He has written several books, including Personal Budget Planner and is frequently quoted in the press on budgeting and credit issues. About the Author ERIC GELB (New York, NY) is a vice president in corporate finance with a major bank. He has written several books on personal finance and is frequently quoted in the press on budgeting and credit issues. BILL BRESNAN (New York, NY) is the nationally known host of the Bill Bresnan Show on WEVD Radio in New York City, and a contributor to Today's Investor magazine.