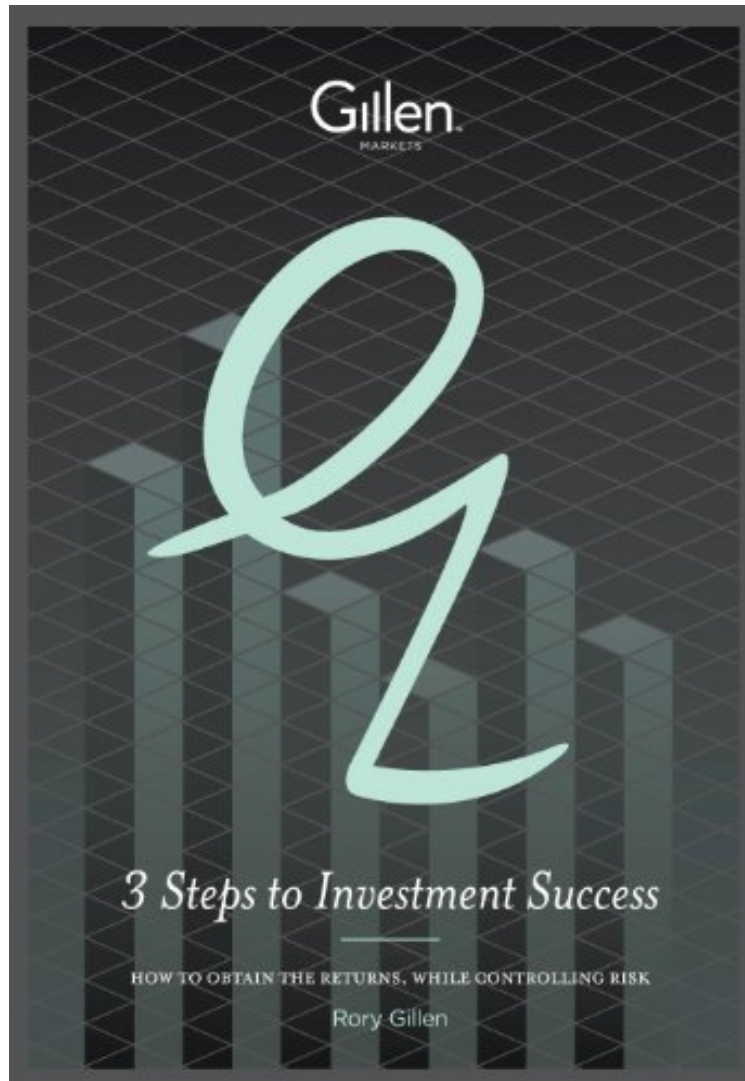


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3 Steps to Investment Success: How to Obtain the Returns, While Controlling Risk

Rory Gillen, Virginia Gilbert
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Rory Gillen, Virginia Gilbert : 3 Steps to Investment Success: How to Obtain the Returns, While Controlling Risk before purchasing it in order to gauge whether or not it would be worth my time, and all praised 3 Steps to Investment Success: How to Obtain the Returns, While Controlling Risk:

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wholeheartedly recommend it. I have been steadily saving for a few years into various deposit accounts but now feel it is time to try and get a better return on my money. I have read several books on investing but have been unsatisfied by them all. They proved irrelevant due to being too US market centred, too complicated or just too plain long winded. Also, many of these books were written back in the 2000's when everything seemed fine and the idea of a worldwide financial collapse didn't seem possible. Rory's book is extremely well structured. It starts off with the basics of both financial planning and investment. It then explains the various asset classes and the pros and cons of each and the risk and reward for each. It then tells you the different ways you can go about investing in each class. From there it shows you how to mix investments in the various asset classes so as to create a portfolio containing the amount of risk you are comfortable with and what kind of return you are trying to get. At this point you could stop reading if you wanted to, but the next section then goes into much greater depth for those who are interested in value investing in individual stocks rather than funds. It constantly contains warnings against speculating and taking on too much risk, which is sage advice considering the financial collapse over the last few years. It promotes the idea that slow and steady investment over a medium to long term can produce very good results. This is no, get rich quick scheme, but rather a, slow and steady wins the race, plan. 0 of 0 people found the following review helpful. Excellent By RyanskBook is brilliant, full of good advice and show how badly educated most are when it comes to the potential of investments

The aim of this book is to demonstrate that becoming a successful do-it-yourself (DIY) investor is within the reach of almost every person in society. Saving or investing in the stock markets is for everyone; from parents with the children's allowance, to someone who has a lump sum to invest, to the person who has just started working but can save even euro;100 a month, to someone who is free to manage their own pension. Building an asset base from which you can earn income gives you choices later in life. The aim is that, when you close this book, you should be able to implement an easy-to-follow approach to investing in the stock markets, whilst minimising risk. No matter what level of experience you are starting from, this book is aimed at assisting you to obtain the returns on offer from the markets over time. Arming yourself with a proper strategy or plan, which dictates what you buy and when you sell, is the key to stock market investing, and developing one is a good deal easier than you may think. That plan might be simply to invest across the different asset classes where there appears to be clear value on offer; to concentrate on high yielding funds listed on stock markets as a method of generating income, while controlling risk; or to master some successful approach to stock selection. 3 Steps to Investment Success offers an easy-to-follow mechanical approach to selecting a diversified portfolio of stocks from the UK FTSE 100 Index, an index that represents the 100 largest companies listed on the London Stock Exchange by market capitalisation. You will learn also how to invest in the stock market indirectly through listed funds, such as exchange-traded funds and investment companies, which offer instant diversification, allowing you to more easily control risk. And 3 Steps to Investment Success includes a short story, A Villa in the Sun by Virginia Gilbert, a BAFTA-nominated, award-winning writer and director, to drive home the often real consequences of speculating in markets rather than investing.

About the Author RORY GILLEN is the founder of GillenMarkets, a website that provides vital information and insights for people who wish to manage their own investments. He was a co-founder of Dublin-based stockbroking, corporate finance and funds management group, Merrion Capital, where he was head of institutional research. He left Merrion Capital in 2009 to establish GillenMarkets. He is a Chartered Accountant and lives in Greystones, County Wicklow in Ireland with his wife and three children.