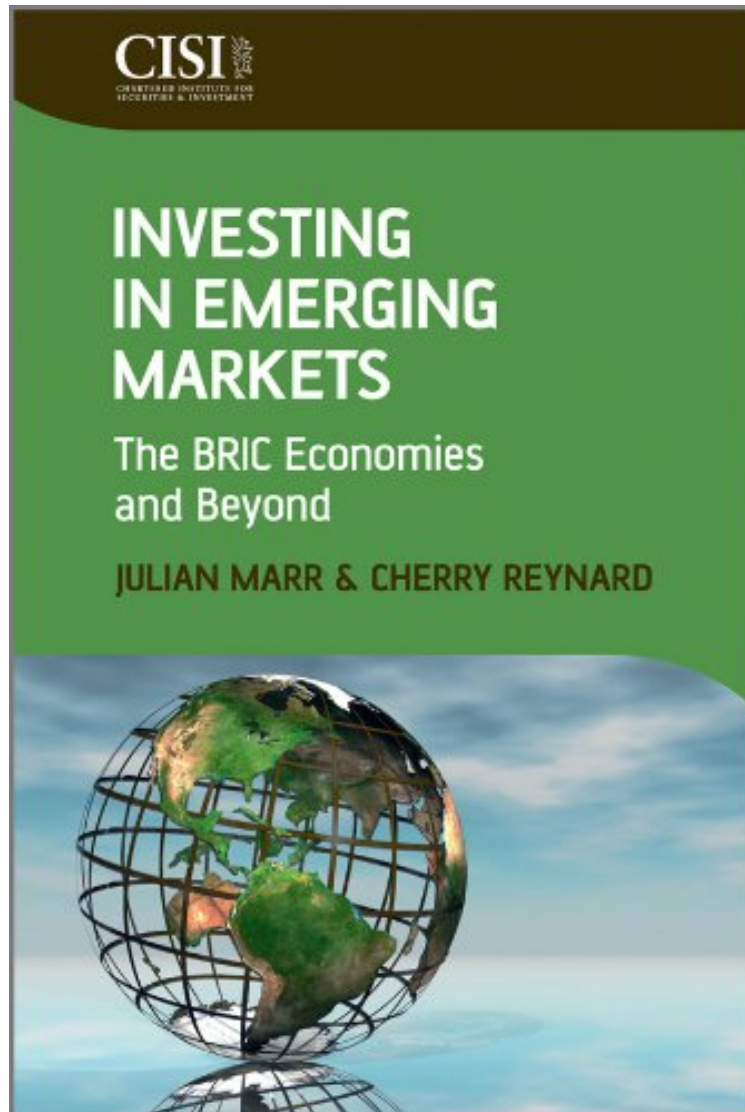


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Investing in Emerging Markets: The BRIC Economies and Beyond (Securities Institute)

Julian Marr, Cherry Reynard

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countries in the formation of a new order, which need to balance the national interest of each of the different nations, with different historical backgrounds.

For more than a decade, emerging markets have proved one of the most exciting areas of investment, but the sector has not been without its dangers. Private and professional investors alike have continuously been attracted by the promise of riches on offer from countries such as China, India, Brazil and Russia but, as often as not, have been left with their fingers burnt. Investing in Emerging Markets: The BRIC Economies and Beyond tempers the undoubted causes for emerging market optimism with a healthy dose of reality, illustrating how for every argument in favour of investing in the sector there are one or more reasons to tread very carefully indeed. In the wake of the credit crunch and ensuing market turmoil, it also analyses where the emerging markets now fit within the global investment landscape. With the economies of the US, Europe and Japan hit by an economic crisis very much of their own making, has the credibility gap between developed and developing markets narrowed? Has the playing field become more level? Investing in Emerging Markets: The BRIC Economies and Beyond offers a fresh, clear-eyed and objective look at an area that can only grow in importance over the next decade. It balances a realistic appraisal of the opportunities on offer from the emerging markets with a pragmatic assessment of the potential pitfalls facing investors, in the process providing an accessible introduction to newcomers and more experienced investors with a valuable and compact point of reference.

From the Inside Flap "This book offers investors a valuable introduction to an asset class that has grabbed investors' attention in recent years. Yet emerging markets, by their very nature, are not without risks. Marr and Reynard do not gloss over the potential pitfalls but present a clear-eyed and balanced appraisal of the different opportunities." — Paul Farrow, Personal Finance Editor, The Telegraph Media Group "For those who feel they've left it late on emerging markets, this book will revive your investment spirits. It shows we are witnessing the last great industrial revolution. Marr and Reynard's explanations of the investment opportunity — the cons as well as the pros — make this a must-read for investors. Not only are the BRIC economies fully analyzed, but the new opportunities in frontier markets too. If you want to understand the profound economic changes going on in the world today, read it and buy copies for your children and grandchildren — for it is they who will see the reality of this massive shift in economic power." — Mark Dampier, Head of Research, Hargreaves Lansdown "There is no doubt about the potential returns to be made from investing in emerging markets but it comes with some risk, so a book like this is a very timely addition to investors' knowledge — particularly as it is written by two of the best investment journalists in this country." — Lawrence Gosling, Editorial Director, Investment Week "Anyone who has money in emerging markets or is thinking about investing must read this book. Marr and Reynard gain access to some of the industry's best minds on emerging markets, but don't just get swept away with the euphoria and excitement — they have produced a measured and perfectly balanced guide. The issues are presented and explained in a clear and entertaining way; the conclusions are simple and unambiguous. They dare to ask whether this time 'it's different' — whether emerging markets will race ahead of Western markets. You will know the answer once you've read this book." — Andrew Oxlade, Editor, thisismoney.co.uk

About the Author Julian Marr is a freelance investment journalist and weekly columnist for a number of financial publications and websites. He has also held senior positions with a range of specialist and personal finance titles, including editor of Bloomberg Money and editorial director of Investment Week. He began his career as a solicitor in the City but that really was a long time ago. Cherry Reynard is an award-winning freelance journalist. She has written for a broad range of national, consumer and specialist financial media, including The Telegraph, The Independent, What Investment, Morningstar and Institutional Investor. She began her career as an accountant with PricewaterhouseCoopers and has also worked for JP Morgan.