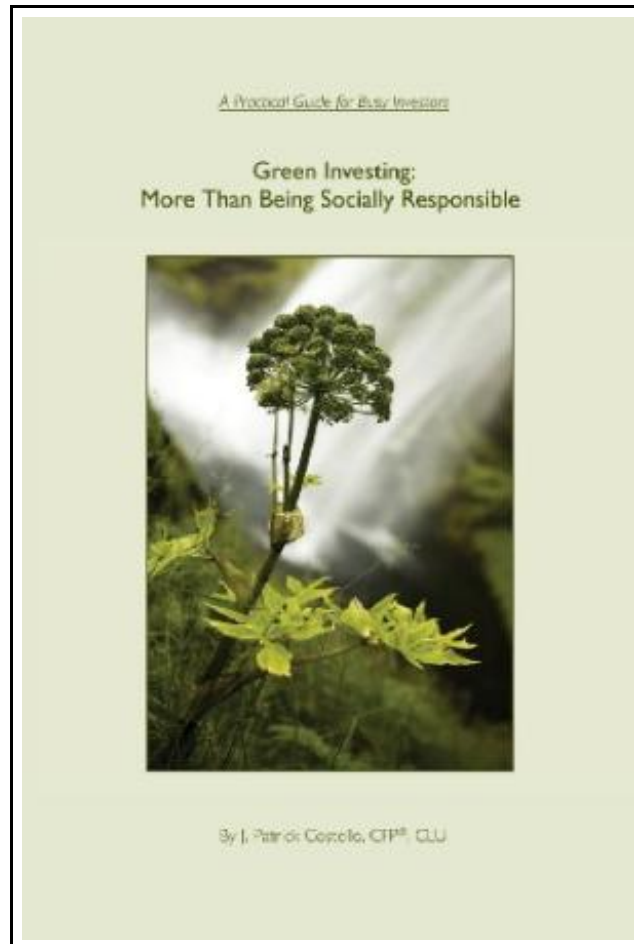


Green Investing: More Than Being Socially Responsible: A Practical Guide for Busy Investors



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Reviews

A whole new eBook with a brand new point of view. It is definitely simplistic but shocks in the 50 percent of the publication. I am just pleased to explain how this is the greatest ebook i have read during my very own daily life and could be he best ebook for possibly.
(Mitchell Kuhn III)

GREEN INVESTING: MORE THAN BEING SOCIALLY RESPONSIBLE: A PRACTICAL GUIDE FOR BUSY INVESTORS



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Patrick Costello, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.In this book, Patrick Costello, a practicing Certified Financial Planner(tm), shows busy investors how to implement a socially responsible and sustainable investment (SRI) strategy. Without spending an inordinate amount of time or becoming an investing expert, everyday investors can align their investing process with their personal ethics and values while earning a competitive return. Additionally, Patrick introduces the concept of Green investing, which is fundamentally about investor empowerment. Green investing, with socially responsible and sustainable investing at its core, goes beyond investment selection and encompasses the totality of the individual s investing experience. It is critical that aspiring SRI investors learn to navigate today s complex investing environment, avoiding pitfalls and leveraging the resources offered by the professional SRI community. In addition, a basic knowledge of the principles of portfolio construction is essential to any investor s success in achieving her goals. Only after an investor learns these lessons will she be fully prepared to build a diversified, risk-adjusted, socially responsible and sustainable portfolio. The financial services industry is rife with conflicts of interest, marketing hype and enormous amounts of media noise. When investing through Wall Street financial service firms or national banks, investors may be unwittingly limiting themselves to proprietary trading programs and/or a small handful of mutual fund families that do not offer much in the way of SRI options. Investment professionals calling themselves Financial Advisors may in fact be nothing more than salesmen, eager to promote investment products of dubious value that pay high commissions. A Green investor is armed with the knowledge required to sift through financial service propaganda and media noise. She has the skills to select a financial professional who puts...



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