



The Economist Guide to Investment Strategy (3rd Ed): How to Understand Markets, Risk, Rewards, and Behaviour (Economist Books)

By *The Economist*, Peter Stanier

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It looks at the risks and opportunities of uncomplicated strategies and it comes with wealth-warnings for those who wish to explore more sophisticated and fashionable investment approaches. It emphasizes the importance of taking into account insights from behavioral analysis as well as the principles of traditional finance. It highlights how habitual patterns of decision-making can lead any of us into costly mistakes, and it stresses how markets are most dangerous when they appear to be most rewarding.

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Editorial Review

Review

“Successfully translates sophisticated academic thinking into simple, intuitive principles that can be used by both individual and institutional investors. These principles are all the more valuable as Stanyer applies them to the full range of asset classes and investment strategies available today.” —**John Campbell, Morton L. and Carole S. Olshan Professor of Economics, Harvard University**

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About the Author

Peter Stanyer is an independent investment economist. He advises two UK private wealth managers and serves on the investment committees of three large UK pension funds (chairing one of them) and of a college endowment. He began his career as a professional economist working at the Bank of England and then the IMF, and for the past 25 years he has worked with individuals, families and institutions from around the world on investment strategy and investment risk management.

Elroy Dimson is Emeritus Professor of Finance at London Business School. He chairs the Strategy Council for the Norwegian Government Pension Fund, chairs the Policy Committee for FTSE Group and co-directs the Centre for Endowment Asset Management at Cambridge Judge Business School. His publications include *Triumph of the Optimists*, *Endowment Asset Management* and the *Global Investment Returns Yearbook*. He has been an associate editor of *Journal of Finance*, *Review of Finance* and other journals.

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