

VALUE INVESTING & BEHAVIORAL FINANCE



Landmark India's leading book and music store, and Tata McGraw Hill hosted the launch of Parag Parikh's value investing & Behavioral Finance at Landmark, Apex plaza.

Parag Parikh is the bestselling author of *Stocks to Riches*. Parag has an insightful knowledge of the workings of the stock market, and analytical eye and an informed outlook.

Parag's abiding passion is to make the financial markets a better and a safer place for investors by helping them direct their focus towards achieving their investing and financial goals, and

not be carried away by the noise of the markets.

About the book

The book explains the growth trap to educate readers not to go blindly for growth stocks. A detailed study and research on the performance of the Indian companies old and new - are provided to help the investors understand what really works. The author has provided a detailed study on the Indian companies and their returns to the shareholders. The author attempts to convince the readers, with data, that IPOs (initial public offerings) may not be the best option always.

The author also demystifies the notion that high technology and productivity leads to higher profits. Which Indian companies have eroded shareholder's value is provided. The attempt of the book is to educate readers, and empower them to make good investment decisions.