

Helping to make good investment decisions

Parag Parikh launched his new book 'Value Investing and Behavioural Finance' at Landmark, Apex Plaza, recently.

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

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 are provided to help the investors understand what really works.

The attempt of the book is to educate readers and empower them to make good investment decisions.

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.