



VALUE Investing & Behavioral Finance authored by Parag Parikh was launched at Landmark. Parag, the best selling author of Stocks to Riches has penned the book in a way that explains the growth trap, asking readers not to go blindly for growth stocks. The book also gives a detailed study on the performance of different companies in the country to help investors understand how they work, and their returns to the shareholders. And that clearly shows the author's knowledge about the stock market.

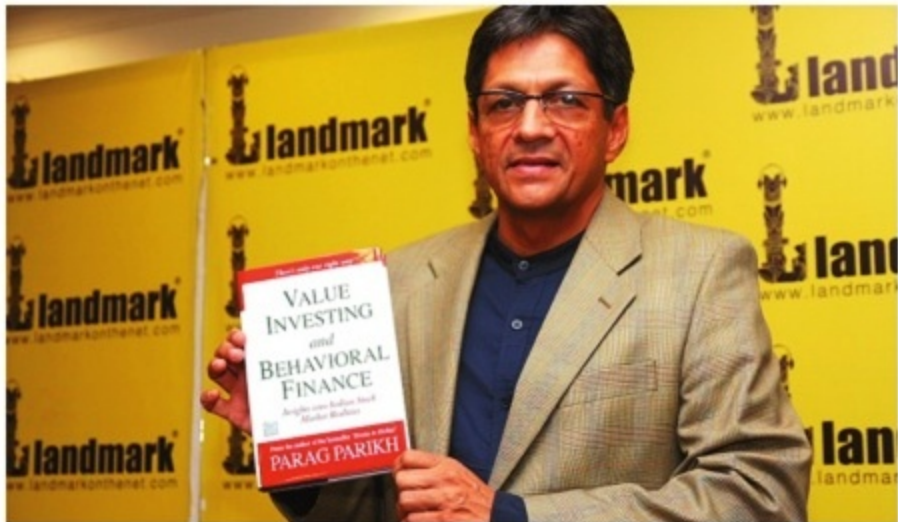
Parag, whose passion is to make the financial markets a safer place for investors, has attempted to convince the readers, with data, that IPOs may not be the best option always.

In his book, he also demystifies that high technology and productivity leads to higher profits. Parag, an alumnus of the Harvard Business School, makes an attempt through his book to educate readers and empower them to make safe investment decisions.

—Express Features

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Play safe, invest smartly



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