



Financial guru Parag Parikh with his new book 'Value Investing and Behavioral Finance' at Landmark, Apex Plaza, Chennai, on Thursday.

Empowering 'em on investments

NT Bureau

Chennai, June 26:

Landmark book and music store along with Tata McGraw Hill hosted the launch of financial guru Parag Parikh's new book 'Value Investing and Behavioral Finance' at Landmark, Apex Plaza here on Thursday.

Releasing the book Parikh, an alumnus of Harvard Business School, said that the attempt of this book is to educate readers and empower them to make good investment decisions. 'I have seen the working of market for a period of time, especially after liberalization phenomena. Since we all believe in business, it is good to be in business,' he said while elaborating about the book.

'There is difference between a good company and a good stock. But a paradigm is not clear,' he said. 'What makes successful people is their ability to take short-cuts,' he added.

Speaking about investment, Parikh said, 'Investment is not trading. But there is a speculation among investors that investment is trading.'

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.

Parikh attempts to convince the readers with data that IPOs (Initial Public Offerings) may not be the best option always.