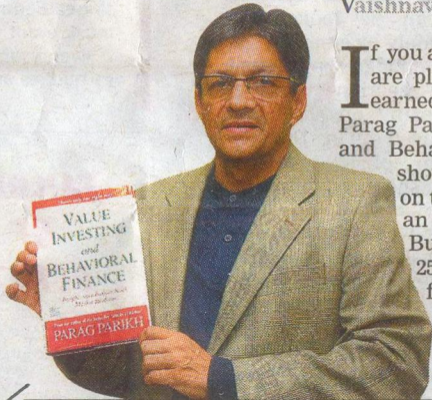


The art of investment

Vaishnavi Kandhadai Nungambakkam



If you are new to the stock market or are planning to invest your hard-earned money in the stock market, Parag Parikh's book *Value Investing and Behavioral Finance* is one you should seriously consider adding on to your bookshelf. The author, an alumnus of the Harvard Business School, and with over 25 years of experience in the finance sector, was at Landmark (Nungambakkam) on Thursday, June 25, to launch his book. During

the launch, the author spoke at length about investments, and the pros and cons of investing in the stock market. "With a little bit of help, even a person who has no experience in the stock market can make wise decisions while investing," he said.

He also added that the stock market was most sought-after during periods of inflation. "A good company does not necessarily mean good stocks," he said. The author ended the evening by calling the stock market a "glorified casino".

The book is available at all Landmark stores, and costs Rs375