



# The Forbes / CFA Institute Investment Course: Timeless Principles for Building Wealth

By Vahan Janjigian, Stephen M. Horan, Charles Trzcinka

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**The most up-to-date and all encompassing guide to investing in today's markets**

From Forbes and the CFA Institute—two of the most highly respected and recognized names in the investment industry—*The Forbes/CFA Institute Investment Course* is an interactive roadmap to investing in today's challenging stock markets. From building capital and asset allocation and diversification to choosing a broker and reading a financial statement, *The Forbes/CFA Institute Investment Course* has offered investors step-by-step guidance since 1948. The course

- Includes advice for novices, but also accommodates those who are more familiar with markets
- Provides important information on fundamental analysis versus technical analysis
- Details different asset classes: fixed income securities, derivatives, mutual funds, and equities

With Q&A, links to videos, expert advice, interviews with top money managers, and much more, *The Forbes/CFA Institute Investment Course* is the perfect resource for anyone looking to learn about investing in today's markets.

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### Editorial Review

From the Inside Flap

STOCKS ARE NOT just for the wealthy, and they never were. Investing in stocks has helped some investors with even modest sums of money amass sizable portfolios. Stock investments carry risks, however, especially for the uninformed. Regardless of your net worth, achieving success in financial markets requires, at the very least, a basic understanding of the ins and outs of investing, such as how to buy and sell stocks, the external factors that influence markets, and the inherent risks of investing. From two of the most highly respected names in the investment industry, *The Forbes/CFA Institute Investment Course: Timeless Principles for Building Wealth* provides you with the basics and more! The course:

- Explains how stocks have historically outperformed cash and bonds
- Examines the various investment asset classes, as well as offers expert insight on asset allocation
- Describes the pros and cons of active versus passive investing
- Reveals how to determine your current financial position
- Details how to ascertain your unique risk profile and investment horizon and how to use both to help define your investment goals
- Summarizes Wall Street maxims, and reveals why you should take each with a grain of salt
- Provides essential information on selecting a broker, as well as must-ask questions, tax-favored investment strategies, how to read financial statements, sources for investment information, economic indicators, and both fundamental and technical analysis

And the book is just the beginning. At *The Forbes/CFA Institute Investment Course* website, you will find exclusive access to a wealth of knowledge, including quizzes, interviews with top money managers, webcasts, and articles, such as how inflation affects investing, the difference between goals and dreams, and common investment mistakes.

Financial markets are complex. You already know that. But, it is what you don't know—and doing nothing—that can hurt you financially. *The Forbes/CFA Institute Investment Course* increases your odds for building and sustaining wealth over the long term by providing you with the basics for developing and then adhering to a disciplined investment plan.

From the Back Cover

#### **Praise for *The Forbes/CFA Institute Investment Course***

"Janjigian, Horan, and Trzcinka have created an essential and superbly written guide to the timeless principles of investing, one free of the jargon and clichés that make so many of these books such a bother to read. This course offers a rock-solid foundation on which to build wealth."

—**Ian Bremmer**, President, Eurasia Group, and author of *The End of the Free Market*

"This commonsense book is a splendid introduction for the novice investor as well as a great review manual for the seasoned pro. Both should pin Chapter 13, 'Rules of Thumb and Key Phrases,' on their walls and read it once a day!"

—**Dr. A. Gary Shilling**, President, A. Gary Shilling & Co., Inc., Economic Consultants

"Vahan Janjigian is one of the most thoughtful investors in the market today. *The Forbes/CFA Institute*

*Investment Course* is a perfect blend of his experience and natural teaching ability. I recommend it to anyone who is interested in gaining a better understanding of investing in a complex world."

—**Jack Ablin**, Chief Investment Officer, Harris Private Bank

"If I had studied this book years ago, I might now have the problem of when to count my winnings. No, make that earnings, because this book takes the gamble out of building wealth. It helps you earn it, and helps you help others earn it, the old fashion way."

—**Bob McTeer**, Distinguished Fellow, National Center for Policy Analysis; former president, Federal Reserve Bank of Dallas; former chancellor, Texas A&M University System

#### About the Author

**VAHAN JANJIGIAN** is Chief Investment Officer at Greenwich Wealth Management, LLC, a SEC registered investment advisor. He is a Forbes magazine columnist and Editor of the *Forbes Special Situation Survey*, widely regarded as one of the best performing investment newsletters. He previously served on the faculties of several leading universities. He is a frequent guest on popular television and radio business programs and is the author of *Even Buffett Isn't Perfect*.

**STEPHEN M. HORAN** is the head of professional educational content for CFA Institute and specializes in private wealth management. Prior to joining CFA Institute, he was a professor of finance at St. Bonaventure University, principal of Alesco Advisors LLC, and a financial analyst and forensic economist in private practice. He is editor of *Private Wealth: Wealth Management in Practice* and the author of numerous articles in leading peer-reviewed journals. Dr. Horan is a frequent columnist in the *Financial Times*.

**CHARLES TRZCINKA** is the James W. & Virginia E. Cozad Chair in Finance at the Kelley School of Business, Indiana University, Bloomington. Previous positions have included the faculties of SUNY Buffalo and New York University; director of the U.S. Commerce Department's MBA program in the People's Republic of China; and senior economist with the United States Securities and Exchange Commission.

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