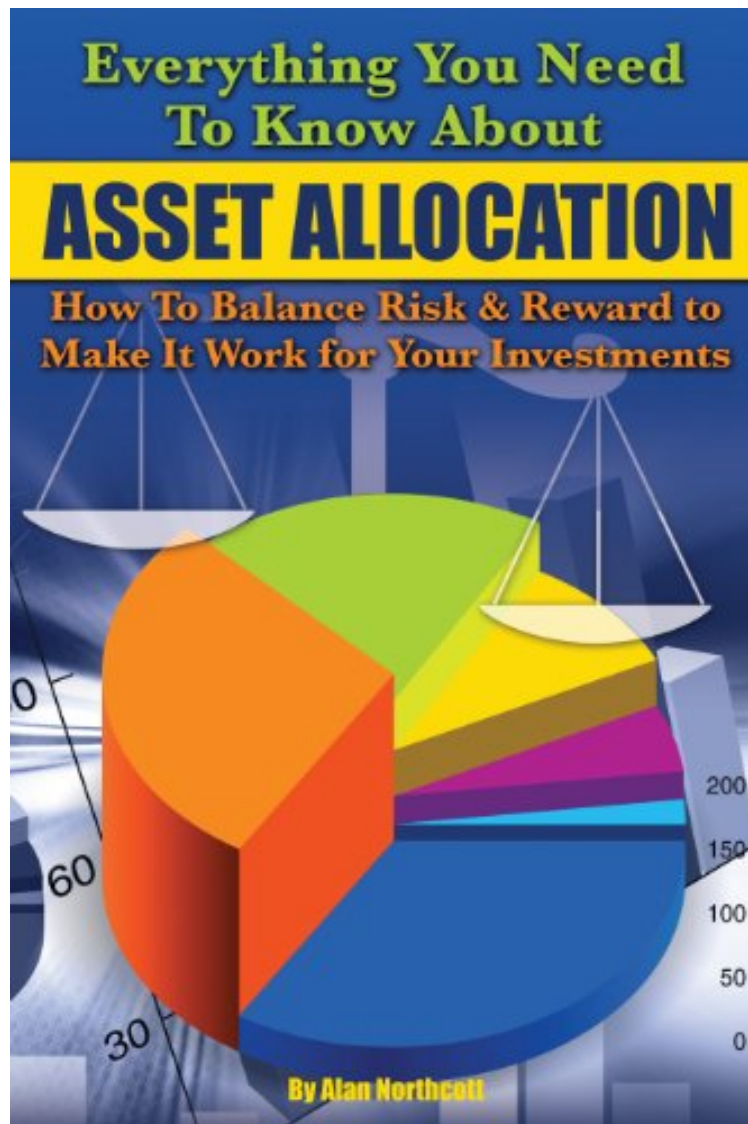


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B. Phillips Everything You Need to Know About Asset Allocation by Alan Northcott, a financial author and educator, is an excellent guide for a new or experienced investor. The topics are arranged orderly - whereby enabling the reader to proceed step-by-step into the many aspects of asset allocation, diversification, risk and rewards. Some of the topics covered in detail are: stocks, bonds, alternative investments and portfolio setup. All the chapters are well written and are enhanced by case studies written by professional experts, who go into depth about some aspect of asset allocation. The reader learns that asset allocation is an ongoing process that may require keeping track of portfolios - making adjustments when circumstances require. It is also important that an investor be aware of the risks involved in all financial transactions. If there is need for clarity of terms - one has only to check the wonderful glossary for a clear definition. The bibliography is adequate to enable to read further on the various aspects of investing. After having read the book, one is prepared to invest assets himself or he can decide to consult a professional investor. Either way the reader understands the process, the risks and the strategies of asset allocation and diversification. Thus, this information will help the investor to make informed judgments about his portfolio. 1 of 1 people found the following review helpful. ... You Need to Know About Asset Allocation is an excellent primer for the individual investor on the implications of ... By A. Reale Everything You Need to Know About Asset Allocation is an excellent primer for the individual investor on the implications of asset allocation and diversification on investment portfolios. Complex concepts are explained in everyday language so that the average investor can understand and possibly implement some of the portfolio construction techniques utilized by investment professionals and hopefully improve their investment results. I would highly recommend this book to anyone who wishes to learn how to better manage their assets.

Anyone who has ever managed to effectively invest enough money to become wealthy has done so through asset allocation; the effective means by which you place your money in a multitude of different channels to make sure no one failure would greatly affect you. This type of investment has rounded out many a portfolio, and the world's wealthiest continue to keep their money invested in such a way. This book guides you through the process of how this advanced investment technique works and what you need to do to reap the benefits. You will learn how to begin the planning process early and know what your goals are before you even start looking at your assets. You will learn how to understand the fundamental risks in every one of your investments and what they will mean for you. The basics of asset allocation, from the simplest details to the most complex forms, are explained to ensure you understand where your money will be going. You will learn the ins and outs of multi-asset class investing, the framework for selecting investments, and the basics of equity investments, including U.S. and international equities. You will learn how fixed-income investments can be made and how to begin looking at real estate as a source of asset allocation. Experts and practiced investors throughout the financial community have been interviewed and their insights compiled in this book to help you understand the basics of alternative investment, portfolio building, and successful management of risk and investment. You will learn who the top mutual fund providers are and be given lists of the top providers of advice, services, and information in the world of asset allocation. Your asset allocation needs, regardless of your financial situation, will be met with the information in this guide. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 290 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

About the Author Alan Northcott is a successful financial author and trading educator, having been writing in the sector for some years. He has ten conventionally published books which were completed with Atlantic Publishing, and more recently has self published four more. In addition to the books published under his name, Northcott has ghostwritten several other books and regularly contributes articles and other writing for a variety of print and online clients. Other facets of his life have included being a professional engineer, radio broadcaster, farmer, karaoke jockey, and wedding officiant, along with other pursuits. He and his wife live in Florida, and they share their house with many dogs and cats. They have three children living on three different continents, and two grandchildren. Originating from England, Northcott was educated at Eltham College in London and obtained his degree from the University of Surrey, also in England. He immigrated with his wife to America in 1992. His engineering career spanned more than 30 years, on both sides of the Atlantic, and recent years have found him living a more diverse, fulfilling lifestyle. He offers a free newsletter on various related and unrelated topics. You can e-mail him directly at alannorthcott@msn.com for

more details."