COUPON
DUNIA**Stocks to Riches** (Paperback)

By: Parag Parikh (Author) | Publisher: Tata Mcgraw Hill | Released: 2005 | Publisher Imprint: Tata Mcgraw Hill

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**About the Book**

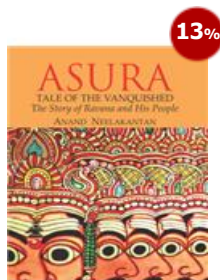
First book on stock market for the large investor, in a simple, easy-to-understand language, which imparts sound thinking on the behaviour and philosophy of investing in stock market. Ravi Mohan, Managing Director & CEO, CRISIL Limited Parag Parikh has distilled his years of experience into this ready reckoner. It's simple to follow, but it encapsulates a rich store of insights garnered over decades of studying and analyzing the stock market. He demystifies what is a daunting field for most people, and thus does a great service to all who have ventured into it-or are summoning the courage to do so. Bachi karkaria, Columnist, The Times of India An extremely insightful book of great practical value that every investor, both beginners and the experienced, should read. Chetan Parikh, Director, Capital Ideas Online.com Investing in the stock market is challenging, as the market dynamics are unpredictable. Analysts, brokers and retail investors realize to their dismay that `investments do well, but investors don't do well'. What could be the reasons behind this? What goes on in an investor's mind? What makes a stock market bubble? How does it burst? How does one find the right strategy of investing? Intrigued by these pertinent questions, Parag Parikh, a seasoned broker and expert, took up this daunting task of understanding and demystifying investing in the stock market. Stocks to Riches is a distillate of his experience. It simplifies investing in stocks and provides key perspectives for a lay investor venturing into the market. At the end of the day, Stocks to Riches helps the retail investor make money by following the time-tested and proven guidelines provided in the book. A must read for brokers, analysts and retail investors.

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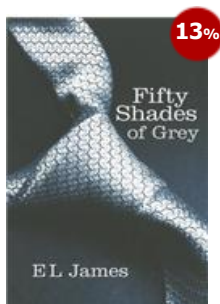
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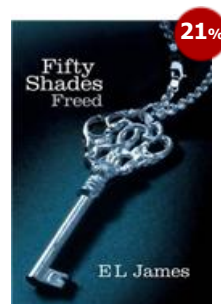
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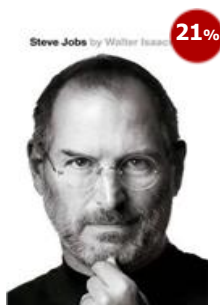
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