



## Investing Demystified: How to Invest Without Speculation and Sleepless Nights (Financial Times Series)

By Lars Kroijer

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Don't spend your time worrying whether you can beat the markets: you don't need to beat them to be a successful investor. By showing you how to build a simple and rational portfolio and tailor it to your specific needs, *Investing Demystified* will help you generate superior returns.

With his straightforward and jargon-free advice, Lars Kroijer simplifies the often complex world of finance and tells you everything you need to know – and everything that you don't need to worry about – in order to make the most from your investments.

In *Investing Demystified* you will:

- Discover the mix of stocks, bonds and cash needed for a top performing portfolio
- Learn why the most broadly diversified and simplest portfolio makes the most sense
- Understand the right level of risk for you and how this affects your investments
- Find out why a low cost approach will yield benefits whilst leaving you with a higher quality portfolio
- Understand the implications of tax and liquidity

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**Investing Demystified: How to Invest Without Speculation and Sleepless Nights (Financial Times Series) By Lars Kroijer Bibliography**

- Sales Rank: #576695 in eBooks
- Published on: 2013-09-06
- Released on: 2013-09-06
- Format: Kindle eBook

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From the Back Cover

‘Lars Kroijer takes a refreshing look at how everyday people can improve their fortunes by taking some simple investing steps.’

**Dr David Kuo, The Motley Fool**

‘In a world of the next big investment fad, Lars Kroijer takes us back to the essence of smart investing: diversify, diversify, diversify. And don’t overpay for that either.’

**Coenraad Vrolijk, Managing Director of Blackrock**

‘An important book that debunks common myths about investing. A must-read for ordinary investors.’

**Anita Raghavan, New York Times and author of “The Billionaire’s Apprentice”**

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## About the Author

**Lars Kroijer** was the CEO of Holte Capital Ltd, a London-based special situations hedge fund which he founded in 2002 before returning external capital in the spring of 2008. Prior to establishing Holte Capital, Lars served in the London office of HBK Investments. In addition, he previously worked at SC Fundamental and the investment banking division of Lazard Freres in New York. Lars graduated Magna Cum Laude from Harvard University and received a MBA from Harvard Business School. He is also the author of *Money Mavericks* (Pearson, 2010)

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