



Green Investing: More Than Being Socially Responsible: A Practical Guide for Busy Investors (Paperback)

By J Patrick Costello

Patrick Costello, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.In this book, Patrick Costello, a practicing Certified Financial Planner(tm), shows busy investors how to implement a socially responsible and sustainable investment (SRI) strategy. Without spending an inordinate amount of time or becoming an investing expert, everyday investors can align their investing process with their personal ethics and values while earning a competitive return. Additionally, Patrick introduces the concept of Green investing, which is fundamentally about investor empowerment. Green investing, with socially responsible and sustainable investing at its core, goes beyond investment selection and encompasses the totality of the individual's investing experience. It is critical that aspiring SRI investors learn to navigate today's complex investing environment, avoiding pitfalls and leveraging the resources offered by the professional SRI community. In addition, a basic knowledge of the principles of portfolio construction is essential to any investor's success in achieving her goals. Only after an investor learns these lessons will she be fully prepared to build a diversified, risk-adjusted, socially responsible and sustainable portfolio. The financial services industry is rife with conflicts of interest, marketing hype and enormous amounts of media noise....



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