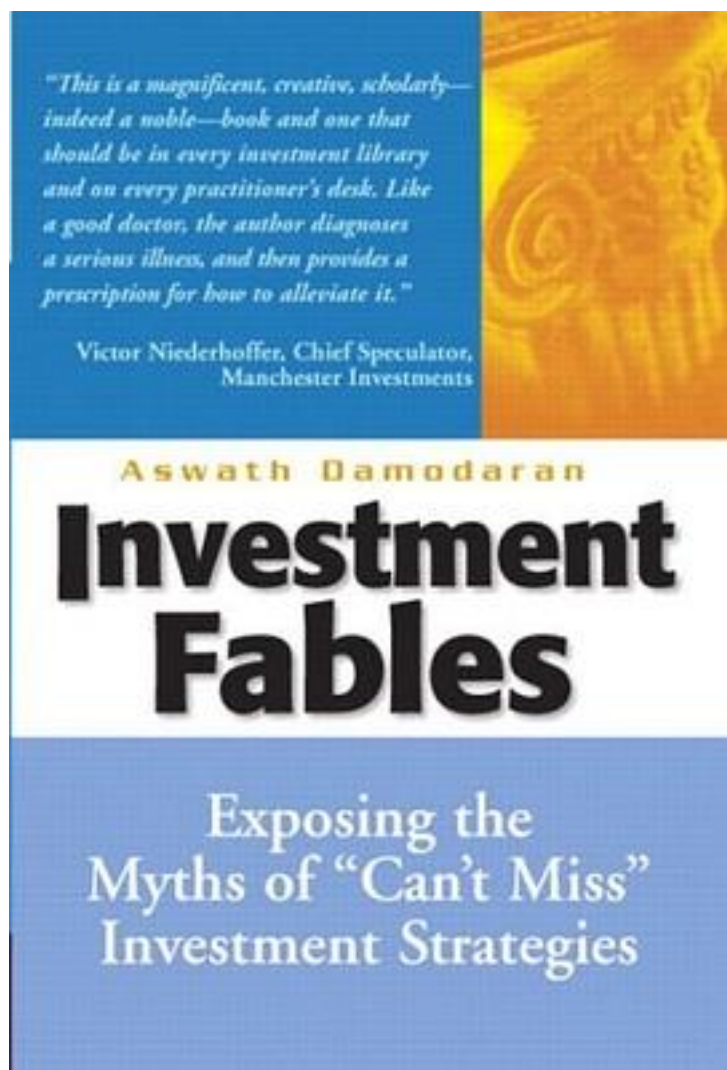


Investment Fables



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The world is full of investment stories: "Buy companies trading below book value, and you can't lose." "Buy stocks that are already going up." "Buy stocks with low P/Es." "Stick with quality companies and you'll do fine." "Buy after bad news." "Buy after good news." "Follow the insiders." "Do whatever Warren Buffett's doing." Investors have heard them all--but which ones hold up to critical examination? Do any of them? In this book, one of the world's leading investment researchers identifies 14 widely touted "investment stories," and the psychological reasons that make each story so compelling. Then he runs the numbers-objectively. Has it worked over the long-term? Over the short-term? If it made sense once, does it still make sense? Are the promised benefits a statistical mirage? Can it contribute to any individual's investment strategy? Anyone who wants to make investment decisions more rationally, Aswath Damodaran's *Investment Fables* is utterly indispensable.

作者介绍:

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标签

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评论

基础类书，形式很好

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书评

我想如果用如题的名字作为本书的名字比较合适。
我记得在八十年代风行大学生中的两本书，几乎人手一本。其一是《Stranger in the Mirror》，一本是《你的误区》。前一本中有很多关于性的描写，后一本则对读者的心理调适起很大的作用。修正了那些误区则会明显感受到了生活的积...

这是一本会让许多投资者看了沮丧，甚至绝望的书。因为此书谈及了大多数流行的投资理念，并且认为这些理念并不如我们以为得那么牢靠。
在介绍内容之前，有必要介绍以下此书的作者埃斯瓦斯·达莫达兰。此君是纽约大学斯特恩商学院金融学教授，早在1994年就被《商业周刊...

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