



# **Everything You Need to Know About Asset Allocation: How to Balance Risk & Reward to Make It Work for Your Investments**

*Alan Northcott*

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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.

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