



## How to Choose Winning Stocks: Rewriting Formula (Response Books)

*By G B R K Prasad*

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## **How to Choose Winning Stocks: Rewriting Formula (Response Books) By G B R K Prasad Bibliography**

- Sales Rank: #6841573 in Books
- Brand: Brand: Sage Publications Pvt. Ltd
- Published on: 2010-05-19
- Original language: English
- Number of items: 1
- Dimensions: 8.30" h x .50" w x 5.30" l, .40 pounds
- Binding: Paperback
- 144 pages

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### Editorial Review

#### Review

The biggest strength of this book is its simplicity. The author has been able to reiterate the basics of value investing which a retail investor must follow. Basic investing principles like the fact that risk and return go together and one should invest based on analysis rather than tips, have been stressed upon. The author has suggested some ratios for filtering companies for investment based on his own experience. Retail investors would find this useful as a 'primer' for investing. The book is a good attempt to spread financial literacy amongst the masses by simplifying the principles of value investing in a language that can be understood by a layman.

(Global Business Review)

The best thing about this book is that it is a simple book, with simpler language, no mathematical and statistical models, well illustrated by taking actual data from the stock market and above all, perfectly practical and one can practice the same. It is hoped that this book will prove to be an extremely rewarding investment guide for both amateur and professional investors.

(Vision)

#### About the Author

**G.B.R.K. Prasad** is working as Associate Director, Capital Goods Sourcing Team, at Dr Reddy's Laboratories Limited, Hyderabad, Andhra Pradesh, India. He is a graduate in mechanical engineering from the Indian Institute of Technology, New Delhi and did his MBA (Finance) from Jamnalal Bajaj Institute of Management Studies, Mumbai. He has 25 years of experience in the Indian corporate sector. He has varied industrial experience across verticals such as automobiles, pharmaceuticals, and so on, along with a brief stint in academics. Dr Prasad did his PhD in Supply Chain Management from Osmania University, Hyderabad and completed Certified in Production and Inventory Management (CPIM) certification from Advancing Productivity, Innovation, and Competitive Success (APICS), USA in 2003. He was made fellow member of APICS with the title Certified Fellow in Production and Inventory Management (CFPIM) in January 2009.

He has written several articles on varied topics on Management in *The Hindu Business Line*, *Hindustan Times*, *Pharma Bio World*, *Express Pharma*, *Indian Management*, *The Chartered Accountant Student*, *Materials Management Review*, and so on. He has authored a book titled *Corporate Performance Improvement: A Practitioner's Perspective*, which describes a unique approach at improving return on assets of any company. His hobbies are investing in stock markets and doing data analysis. Identifying companies for investment with fundamental analysis is his forte.

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