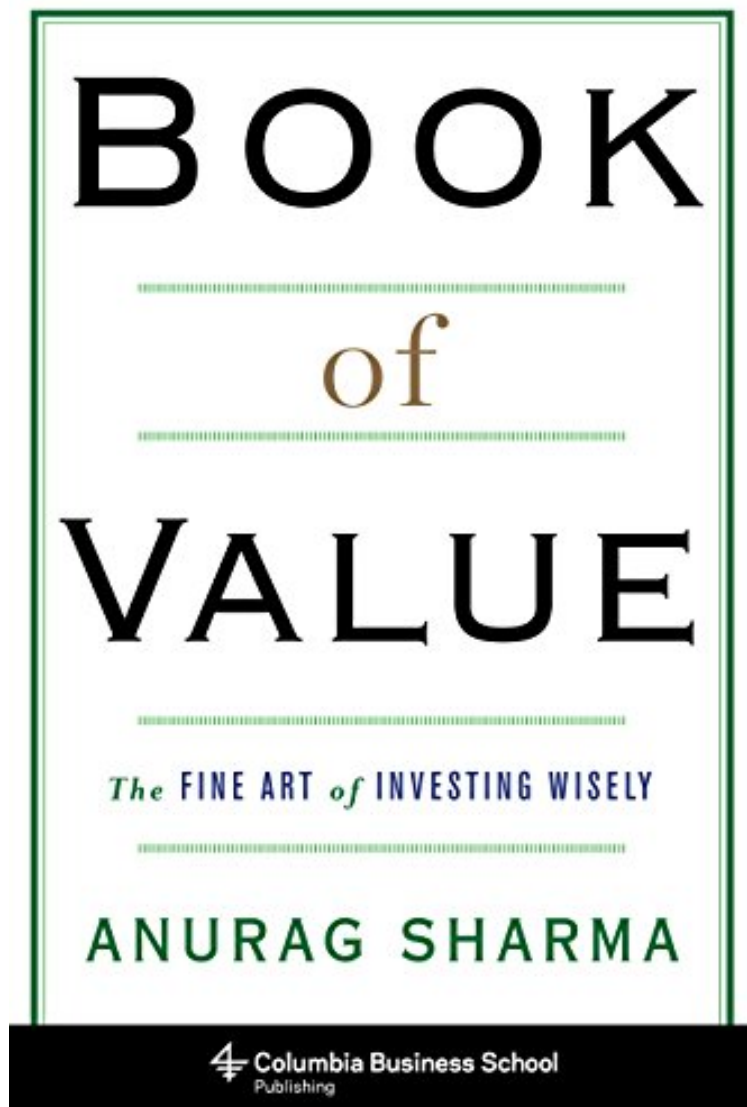


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## Book of Value: The Fine Art of Investing Wisely (Columbia Business School Publishing)

Anurag Sharma

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helpful. Taking his class was one of the best educational experiences of my lifeBy spider buyerProfessor Sharma taught me value investing at UMass Isenberg. Taking his class was one of the best educational experiences of my life, ever. I would like to thank him, sincerely. I read this book every year and love it!0 of 1 people found the following review helpful. Five StarsBy Suzan B. Kotlerwell worth the money

The financial markets are incredibly noisy and full of opinions, innuendo, and misinformation. They overwhelm the senses, confuse, and disorient, inviting all kinds of deception. No lesson on investing is complete without accounting for the emotional and psychological biases that can lead investors astray and how to correct for those biases. Analytical techniques are useless if they are not integrated into a well-conceived decision framework that recognizes how we are wired to perceive the world around us. That is why Book of Value looks to philosophy and psychology to redefine modern portfolio theory for investors at all skill levels. Building off of the philosophy of Thomas Kuhn and Karl Popper, Anurag Sharma defines an “art of lookingrdquo; that blocks out the din of the market and pinpoints deep value. Sharma outlines how to be mindful of psychological biases, frame investment decisions, and correctly apply key analytical techniques to build lucrative and durable stock portfolios. A groundbreaking guide full of lasting value, this book should be on the shelf of anyone who takes investing seriously.

Well organized and derived, Book of Value provides strong coverage of the philosophical grounding for value investing, a subject area that does not lend itself to academic presentation. (David Nawrocki, Katherine M. Salisbury and Richard J. Salisbury, Jr. Endowed Professor of Finance, Villanova School of Business)Book of Value is long overdue. Let's hope it is the beginning of a backlash against the day-trading, quarterly profit obsession style investing that now dominates global markets. Anurag Sharma provides insight into an investment process that is so old-fashioned that it appears revolutionary. This is a true investment philosophy that has the added benefit of letting the investor sleep better at night. (Bob Saul, managing director, Wood Creek Capital)About the AuthorAnurag Sharma is associate professor of management at the Eugene M. Isenberg School of Management, University of Massachusetts, Amherst.