



Investment Beliefs: A Positive Approach to Institutional Investing

Kees Koedijk, Alfred Slager

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As an asset manager or pension trustee, you should worry less about the stocks and products you pick for your clients and more about getting your fundamental investment beliefs right.

After a steep decline in the global stock markets and a recovery that is still uncertain, it is simply not enough to have a good organization, good staff and a well-defined mission. You need to formulate your own set of investment beliefs: a clear view on how you perceive the way capital markets work and how your fund can add value and strive for excellence. Funds which establish and implement a well-defined investment philosophy have been shown to earn consistently better results.

This practical book provides the framework for determining your own investment beliefs and guidance on how to imbed, communicate and monitor them. Its research is based on a survey of the world's leading fund managers, viewed as excellent companies in the asset management industry. The book includes a speed-read summary at the start of each chapter, useful checklists, and case-studies spanning organizations from a variety of different countries and industries. It also provides a timely overview of the major debates in the industry and an introduction to the issues that matter for long-term survival in financial markets

With investment beliefs firmly in place, you will be able to more easily navigate the investment options available, knowing that your choices and decisions are in accordance with your values and objectives. Successful implementation of investment beliefs might well be one of the decisive factors in becoming a winner or loser in the investment management industry in 2020.

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