
Launching the "win-win-win papakonstantinidis model" helps the scientific Community providing it by a NEW methodological tool for measuring the social cost, in terms of deviation from the EQUILIBRIUM POINT, that represents dissatisfaction or satisfaction resulting from the consumption of certain goods. Investment analysis encompasses a methodology for accommodating the fundamental uncertainty of the financial world. It provides the tools that an investor can employ to evaluate the implications of their portfolio decisions and gives guidance on the factors that should be taken into account when choosing a portfolio. Investment analysis cannot eliminate the uncertainty, but it can show how to reduce it.