



10th edition

Analysis of Investments & Management of Portfolios

Reilly
Brown

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Edition

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Investment analysis is key to any sound portfolio management strategy. How Investment Analysis Works. Investment analysis can help determine how an investment is likely to perform and how suitable it is for a given investor. Key factors in investment analysis include entry price, expected time horizon for holding an investment, and the role the investment will play in the portfolio.Â In investing, one size does not always fit all. Just as there are many different types of investors with varying goals, time horizons, and incomes, there are also securities that match best within those individual perimeters. An older investor may be more risk-averse than a young one who is just beginning to save for retirement.