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Autore	Chakrabarti Gagari
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Nota di contenuto	Chapter 1. Prologue -- Chapter 2. Greens – the obvious choice over the grays? -- The Green indexes -- Greens and Grays in the Indian market -- Green and the gray: a comparative approach in terms of risk and return.- Are the green portfolios inherently unstable? A look into possible non-linearity of portfolio returns -- How shock-proof the green portfolios are: a survival analysis -- Factors affecting Financial stress: Greens versus Grays -- Are the greens obvious choice over the greys? –Some remarks -- Chapter 3. Profits are Forever: A Green Momentum Strategy Perspective -- Beating the market – end of an myth? -- Technical Trading Rules: A Review of the Alternative Methodologies -- Optimal Trading Rules -- Does green really rule the others? A bird’s eye perspective -- Chapter 4. Epilogue.
Sommario/riassunto	This book seeks to answer the essential question of the investment-worthiness of green instruments. It is evident that investing in green

and energy-efficient firms will be the most profitable choice for wise investors in the years to come. The reconciliation of the social choice for green technology and investors' choice for gray technology will be automatically achieved once green firms become more profitable than gray ones, in the Indian context. As there has been very little research done in this area, especially in the Indian context, this book addresses that gap. In order to do so, it follows the development of five different portfolios consisting of 100% green, 75% green-25% gray, 50% green-50% gray, 25% green-75% gray and 100% gray stocks, and attempts to answer questions such as: Do green portfolios entail less relative own-risk as compared to their gray counterparts? How effectively do green portfolios avoid market risk? Are green portfolios inherently more stable? Do green portfolios have a higher probability of surviving a financial crisis? Is the performance of green portfolios backed by their fundamentals? Is there any particular technical trading strategy that can ensure a consistently above-average return from these portfolios?