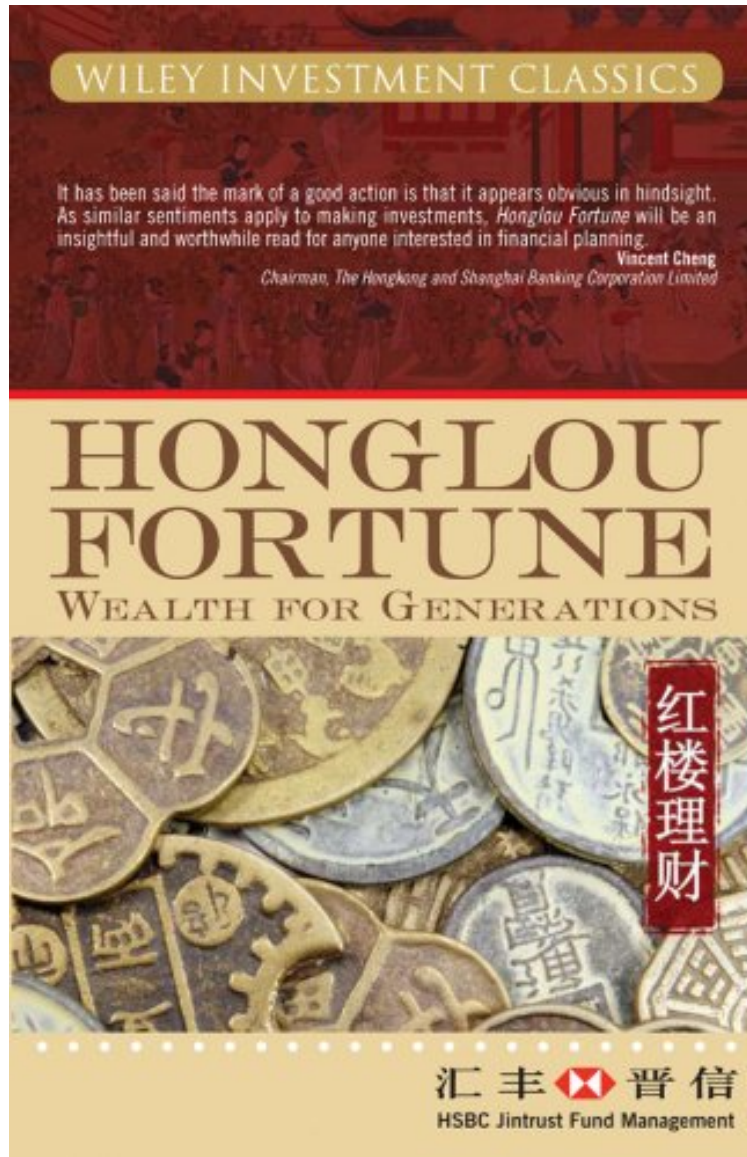


(Free) Honglou Fortune: Wealth For Generations (Wiley Investment Classics)

## Honglou Fortune: Wealth For Generations (Wiley Investment Classics)

HSBC Jintrust Fund Management  
DOC | \*audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#4251363 in eBooks 2012-11-27 2012-11-27File Name: B00B9QLGES | File size: 34.Mb

**HSBC Jintrust Fund Management : Honglou Fortune: Wealth For Generations (Wiley Investment Classics)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Honglou Fortune: Wealth For Generations (Wiley Investment Classics):

5 of 5 people found the following review helpful. For readers who have no fundamental knowledge about wealth management. Not a masterpiece about finance in the Chinese world.By Hubert SheaThis book is not an academic

study of how the Chinese traditionally manage their wealth. The author is a senior manager of the largest fund management firm in mainland China and she intends to adapt one of the China's greatest classical novels, *Dream of the Red Chamber*, for the purpose of depicting fundamental principles of wealth management to readers who lack experience and knowledge of how to manage wealth for themselves and their family members. This book consists of 36 easy-to-read chapters and each chapter depicts the vast difference of knowing and not knowing how to manage wealth in an optimal and astute manner. It begins with the storyline of an eminent and well-off three-generation extended family without the knowledge of wealth planning. Most of the family members flaunt their assets to live lavish lifestyles and they do not know how to maintain or appreciate value of their assets. Although they have attempted to accumulate wealth after many trials and tribulations in different investment vehicles such as stocks (P.14, P.88), money market funds (P.52, P.82, P.94), bonus insurance policies (P.106), gold and foreign currency (P.177), and treasury bonds (P.185), such investments fail to deliver satisfactory performance to them due mainly to their herd mentality (P.15, P.89), mismatch between life cycle and investment expectations (P.53, P.192), paucity of accounting knowledge (P.126), wrong identification of investment experts (P.22), misunderstanding of the proportional relationship between risk tolerance and investment return (P.20, P.82, P.167), lack of a merge account to manage their family assets (P.115), and short-sighted wealth planning (P.16). This book helps readers to have a full understanding of the importance and fundamental principles of wealth planning. There is a plethora of financial writings on wealth management for practitioners (Hallman and Rosenbloom "Private Wealth Management: The Complete Reference for the Personal Financial Planner", Horan "Private Wealth: Wealth Management in Practice") and the key value of this book is that the author uses the simplest language to help readers to understand salient features of key financial vehicles and how a well-structured wealth management portfolio can help people to maintain and accumulate their wealth. The final part of each chapter consists of a vivid cartoon which narrates the essence of wealth management to readers. However, this book has its own limitations. First, readers from the western and non-mainland Chinese world find that salient features of some of investment vehicles are only applicable to the China market (P.107, P.157). Therefore, the target readers of this book should be from mainland China and if the author intends to make a commitment to educating the general public and to spreading investment knowledge about wealth management in China, this book should be published in Chinese instead of English. Second, the writing and publication of this book is sponsored by a large fund management firm in mainland China and some of the pages contain promotional information (P.60) about the investment products they are marketing to their clients. Since all of the books included in the Wiley Investment Classics are written by world-class investment practitioners and professors (George Soros, John Brooks, Charles Kindleberger) and their thoughts sparkle with the best of their wit, insights, and passion for finance, the reviewer is quite doubtful if this book can be as authoritative as other classic books included in this series. Third, this book is not the authentic storyline of *Dream of the Red Chamber* and readers from the western world should be reminded that this book does not inherit the intention of the original author, Cao Xueqin, who was written in blood and tears to create an illustrious family at its height and subsequent downfall and a detailed observation of the life and social structures of the Chinese aristocracy in the eighteenth century. Despite its limitations, this book is still recommended to readers who lack "fundamental" knowledge and experience in wealth management.

Most economic writings fail to impress readers as they are often obscure and abstract. However, *Honglou Fortune* is the complete opposite. Using the characters from *Honglou Meng*, it conveys the true essence of wealth management through the simplest language. *Honglou Fortune* makes learning these concepts a joy and a pleasure to read. Even those who are not interested in wealth management will enjoy this book as a well-written literary piece. —Wang Biao, Deputy Editor-in-chief, *Wealth Management Weekly Honglou Fortune* cleverly depicts how the women in *Honglou Meng* engage in investment and wealth generation through techniques used in managing the household. The author, Rena He Hanxi, graduated with top honors from Fudan University's School of Economics. With a strong foundation in economics, she offers rare and valuable insight into the investment and financial schools of thought. —Zhang Jun, Professor, Fudan University School of Economics, Director, China Centre for Economic Research

It has been said the mark of a good action is that it appears obvious in hindsight. As similar sentiments apply to making investments, *Honglou Fortune* will be an insightful and worthwhile read for anyone interested in financial planning. —Vincent Cheng, Chairman, The Hongkong and Shanghai Banking Corporation Limited From the Inside Flap Adopting the original characters and their personalities from *Honglou Meng* (*Dream of the Red Chamber*), *Honglou Fortune* develops a novel storyline with a twist. The unchanging principles of wealth management and investment are narrated through the overlapping of ancient and modern times. With a fresh perspective and some brand new principles, *Honglou Fortune* brings the abstract concepts of wealth management well within the readers' reach. While providing a sense of novelty, this book clearly presents investment and wealth management topics, including: Three steps to effective management of family finances. How to balance the risks one undertakes. Different investment combinations for different life stages. How to build an investment portfolio. How to balance investments' intrinsic values. Upon completing this book, readers will be one step closer to realizing their own

dreams of financial freedom. About the Author Rena He Hanxi is the marketing director of HSBC Jintrust Fund Management Company. Since graduating from Fudan University's School of Economics with a Master's degree in Economics, she has worked in the finance industry and has amassed tremendous experience in areas such as fund product development, sales, customer service, and marketing and promotion. Rena is endowed with a wealth of financial knowledge in banking, securities, funds and investments. HSBC JINTRUST FUND MANAGEMENT In November 2005, HSBC Jintrust Fund Management was established in Shanghai with a registered capital of RMB200 million, making it one of the largest fund management companies in terms of capital in China. HSBC Global Asset Management, the core investment platform of the HSBC Group, one of the world's leading financial services organizations, has 49 percent of the share ownership, with the remaining 51 percent held by Shanxi Trust Corporation Limited, one of China's best-performing trust firms. HSBC Jintrust inherits the experience, capabilities, professionalism and long-term view of its two shareholders. It combines western and eastern wisdom and local experience with global perspective, thus having and offering the best from both worlds. Since its inception, HSBC Jintrust has made a commitment to educating the general public about investment and to spread investment knowledge. HSBC Jintrust's efforts have won recognition from its competitors and clients alike.