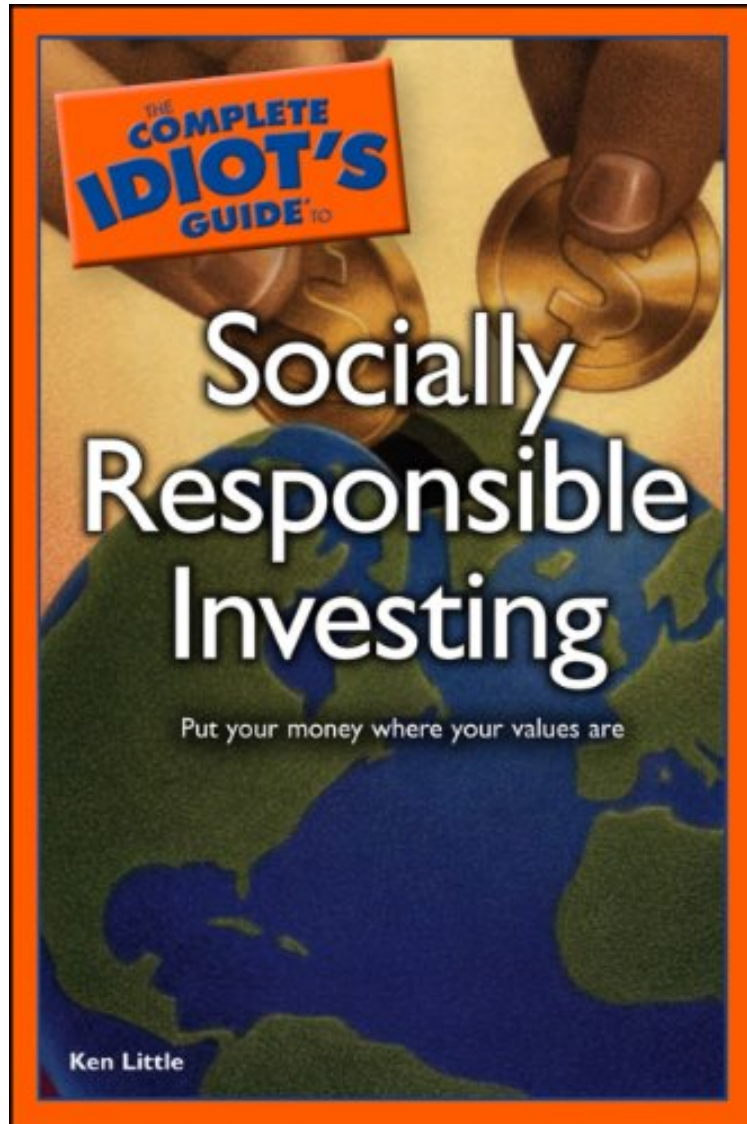


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Ken Little : The Complete Idiot's Guide to Socially Responsible Investing before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Idiot's Guide to Socially Responsible Investing:

3 of 13 people found the following review helpful. Neglects conservative issues and naming resources By Mark LaPointe I bought this book because I was seeking resources for doing research on corporations and screening issues. There is very little practical help. Also, the book is written for liberals. If you are conservative, you won't find any mention of abortion or pornography, anti-family entertainment, gay rights, etc. The closest it comes to addressing "the

other side" is discussion of alcohol, tobacco, and weapons. Except, these are still issues liberals care about, they are not specifically conservative. In effect, the book only addresses half of SRI and attempts to minimize the VAST separation of the two camps' values. 6 of 6 people found the following review helpful. You can be socially responsible and make money at the same time. By Mariusz Skonieczny Can investors make money and invest in good companies at the same time? This is what this book is all about. Some investors do not care if the company of choice manufactures products, such as cigarettes, that potentially can kill people, as long as earnings, profit margins, or stock prices have the potential to increase. If you are an investor that finds it important to invest in companies that are socially responsible while making profits, then this book is for you. In this book, the author writes about important issues to socially responsible investors such as environmental, societal, corporate governance, economic, and community investment issues. It teaches investors how to screen or select stocks or mutual funds that meet the requirement of socially responsible companies. While investors can select individual companies, mutual funds are the preferred way for investors to be involved in this type of investing, and that's why the author dedicates four chapters to mutual funds. I recommend this book to investors interested in socially responsible investing. - Mariusz Skonieczny, author of Why Are We So Clueless about the Stock Market? Learn how to invest your money, how to pick stocks, and how to make money in the stock market

Today's hottest investing trend. More than ever, people want their money investments to reflect their personal or political leanings. But how do they find out which companies are "socially responsible?" Do these "green" investments perform as well as traditional investments? How can they protect themselves from mutual funds or 401Ks that are managed without the future in mind? All these questions and more are answered by an international expert who founded the SRI World Group, one of the largest information services on SRI.* Includes detailed information about SRI, its history and where it's headed* Explains the criteria used to evaluate a company's level of social responsibility* Compares performance of SRI to traditional investments

About the Author Ken Little is a veteran financial writer and editor. He is currently the editor of the stocks website for About.com. He was the chief financial writer for Strong Capital Management's website (www.strong.com). He has written six books on money management and investing, including The Complete Idiot's Guide(r) to Personal Financial Documents, The Pocket Idiot's Guide(tm) to Annuities, Personal Finance Desk Reference, Personal Finance at Your Fingertips, and Alpha Teach Yourself Investing in 24 Hours.