



# Socially Responsible Investing For Dummies

*Ann C. Logue*

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Generate a good return as well as goodwill with this guide to ethical investments

Want to make money while you make a difference in the world? *Socially Responsible Investing For Dummies*, a 2010 Green Book Festival award winner, is as practical, hands-on guide to smart social investing that shows you how to maximize your profits while remaining true to your values. You get expert advice in targeting an issue you're passionate about, researching potential investments, and putting your socially responsible choices into action.

- Get started with social investing basics — understand what it is, why it works, and how investors define social responsibility
- Navigate the socially responsible enterprise — discover the business principles that help ethical organizations thrive
- Conduct your research — determine whether an investment has financial potential and also serves your personal needs
- Evaluate your investment choices — from stocks and bonds to mutual funds and ETFs to real estate and high finance, select the best investments and adjust your portfolio over time
- Get help from the pros — find brokers, financial planners, and mutual fund companies that can help you with your decisions
- Ensure your success — see how to diversify, monitor your investments, join forces with others, vote your proxies, keep your perspective, and more
- Keep up with investment trends — discover how to take advantage of new investment products and stay on top of industry changes
- Recognize truly socially responsible investments — understand how to tell socially responsible investment opportunities from "feel good" opportunities

In *Socially Responsible Investing For Dummies* you will find:

- A clear introduction to social investing
- Issues to invest in, from environmental to international
- The different types of investments
- How to buy and sell
- Fiduciary responsibilities for the social investor
- How to use your investment clout to influence a company's performance
- Ten social investing traps you must avoid
- Activist investing success stories

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