



The Complete Idiot's Guide to Socially Responsible Investing

Ken Little

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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

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