

MONEY, MYTHS AND MANTRAS

THE ULTIMATE INVESTMENT GUIDE

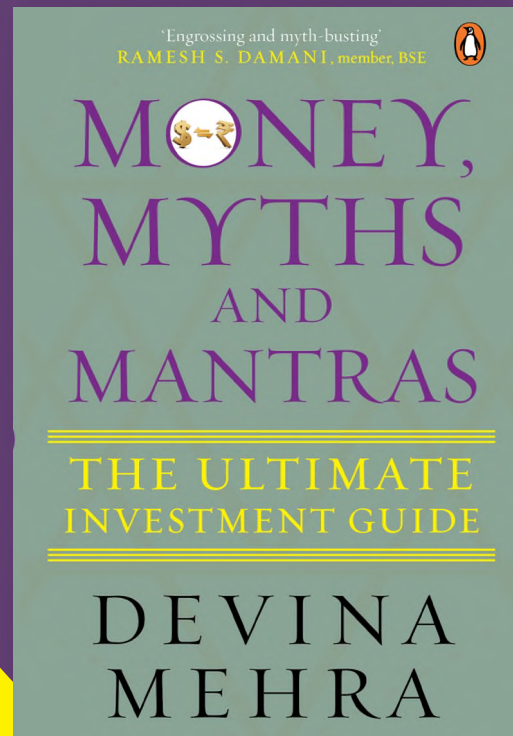
The principles of wealth creation have been analyzed for centuries, yet financial myths persist, often leading to costly errors. History has shown that markets reward the informed while penalizing the unprepared, yet financial literacy remains undervalued. Addressing this critical need, *Money, Myths, and Mantras* dismantles misconceptions and provides a definitive roadmap for strategic investing.

Economic growth and personal prosperity rely on well-informed financial choices, yet few resources offer practical, actionable insights. This work cuts through complexity and uncertainty, equipping readers with the knowledge and confidence to navigate the financial landscape effectively.

Drawing on years of expertise, Devina Mehra underscores intricate market dynamics into an insightful and pragmatic guide. She unpacks essential investment principles, examines behavioural biases, and introduces time-tested strategies for long-term success. Through a rigorous analysis of market cycles and wealth-building frameworks, she highlights the mindset required to manage financial volatility with resilience.

Challenging conventional wisdom, this masterclass in wealth creation unveils real-world techniques for financial success. It explores the psychology of risk-taking, portfolio construction, and global market trends while anchoring its insights in enduring financial principles.

With a strong emphasis on informed decision-making, *Money, Myths, and Mantras* is an indispensable resource for investors, professionals, and anyone seeking lasting financial security in an evolving economic landscape.



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ABOUT THE AUTHOR:

Devina Mehra, founder of First Global, a pioneering global investment firm, is a distinguished leader in finance. A gold medalist from IIM Ahmedabad and Lucknow University, she has shattered glass ceilings in a traditionally male-dominated industry, establishing herself as a pioneer in financial markets. With over two decades of expertise, she has navigated global investments, formulated innovative strategies, and shaped economic discourse. Beyond her investment acumen, she has redefined the role of women in finance and championed greater gender diversity in the industry.