

60 SECONDS WITH ...

ROBERT J. FISCHER

Metro Business asked Robert J. Fischer, a Chesterfield County resident who is the author of "The Naked Portfolio Manager: Why Rules Trump Reason on Wall Street," about investing strategies:



"Emotional investment can sabotage the best financial plans.

"At market extremes, investors frequently do the exact wrong thing. For example, in November 2007, just as the stock market was hitting its peak, investors poured more than \$19 billion into the stock mutual funds.

"In March 2009, just as the market was hitting its bottom, investors pulled out more than \$50 billion worth of stock mutual funds at the absolute bottom.

"Investors need to realize that at stock-market bottoms, they will be bombarded with negative messages.

"Don't use your head to pick stocks. Use [your head] to pick rules and then let the rules pick the stocks for you."

Watch the interview with Robert J. Fischer on TimesDispatch.com. Keyword: Metro Business

