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# Investment Writing Update

## ***Threat to asset management in Massachusetts***

### **July 2007**

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Threat to asset management in Massachusetts

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"Local, regional, and global forces threaten to relegate Massachusetts to second-tier in financial services, even in the subsectors where the state has traditionally excelled: asset management, asset servicing, and insurance."

That's according to [Securing Massachusetts's Leadership Position in Financial Services](#), a report published by Mass Insight Corporation and the Greater Boston Chamber of Commerce.

The report proposes three initiatives for Massachusetts:

1. "Preserve and expand a diverse employment base"
2. "Become a global center for talent and innovation," including "creating a financial services-specific research center with applied programs in advanced quantitative topics and jointly sponsored employment and internship programs."
3. "Make Massachusetts a more stable and competitive place to do business."

If you're not worried about Massachusetts' competitiveness, you're in good company.

Financial services executives in Boston are much more complacent than their counterparts in New York City, said Sandra Boss of McKinsey & Company, in June presentation to the Boston Security Analysts Society. McKinsey assisted with this report as well as its New York counterpart.

#### **Provocative quote by economist Robert Shiller**

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"Real estate has just about a zero percent return in the long run," said economist Robert Shiller in his CFA Institute presentation on "[Irrational Exuberance Revisited](#)" in February 2006.

While the CFA Institute charges for viewing Shiller's February 2006 presentation, which I recently watched at a foreign society gathering, you can view his May 2007 presentation on "[Implications of Behavioral Finance for Real Estate and Other Markets](#)" for free.

Is your PR spending in line?

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How much are you spending on your firm's public relations?

Compare your spending to that of some prominent financial planners at "[How much should you pay for public relations?](#)"

**Key to negotiation: Be ready to walk away**

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You can come out ahead in negotiations, if you're ready to walk away.

Erik Sink provides an example of how to negotiate when buying a new car in "[The ONE key thing to know about negotiation.](#)" I'd like to try his approach with my next car.

This is another article I found through [LifeHacker.com](#).

Q&A with designer Margaret Patterson

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Did you miss my readers' Q&A with designer Margaret Patterson?

I've copied all of the Q&A exchanges into "[More marketing, design, and production advice from Margaret Patterson](#)" on my SusanCFA blog.

Also, three of her articles about design and production of investment management marketing materials appeared on my SusanCFA blog. Scroll down below her Q&A to find them.

P.S. Interested to learn what stocks and funds have been recommended in the newsletters tracked by newsletter expert Mark Hulbert? You can read more in [this article from Bottom Line/Personal](#), which I began writing for earlier this year.

P.P.S. Want to read my recently published essay? Check out "[Bicycles, Dandelions, and Canada Day.](#)"

**Quick Links...**

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- [Susan Weiner Investment Writing Website](#)
- [Investment blog by Susan](#)
- [Marketing and communications blog by Susan](#)

Contact Information

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email: [newsletter@investmentwriting.com](mailto:newsletter@investmentwriting.com)

phone: 617-969-4509

web: <http://www.investmentwriting.com>

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Investment Writing | 30 Jerome Avenue | West Newton | MA | 02465