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Is your portfolio in the right shape?

Ask Swiss Bank Corporation

"If investment management were just a matter of making the right guesses, there would be even more new names getting into the act every day, and far fewer old names still around."

**Jacques Rossier,
Senior Vice President**

However, as Mr. Rossier puts it, the first thing to remember about investment management is that you have to be very clear about your investment objectives. And for that, you also need to know how the external factors and the range of possibilities can affect these objectives. This is why many investors are looking for even more than an ability to make sound decisions when they choose a portfolio manager. They want to know what they're getting into, and they want to make sure their objectives are sound. So a good investment manager has to know his customers as well as his markets. It's a good reason for going to a good bank, with the organizational resources and experience to give you the "up-front back-up" you need.



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