



**Press Release: “A SMART Approach to Portfolio Management” by Dr. Arun Muralidhar**

**Great Falls, VA—April 12, 2011: Royal Fern Publishing LLC announces the release of its premier publication, “A SMART Approach to Portfolio Management: An Innovative Paradigm for Managing Risk” by Dr. Arun Muralidhar, Founder, Mcube Investment Technologies LLC and CIO, AlphaEngine Global Investment Solutions, LLC.**

The book presents a new SMART (Systematic Management of Assets using a Rules-based Technique) design for portfolio management that helps CIOs manage assets relative to liabilities, compensating managers only when they demonstrate skill, thus improving solvency and lowering risk. The SMART approach introduces good process, because only measured and monitored risks can be managed. Investors must first understand how market factors influence assets and managers, and then proceed to develop a set of rules enabling optimal portfolios to evolve with these market factors.

Such an integral approach to portfolio management is opportune, when solvency has declined dramatically, when hedge funds have not delivered, where rebalancing policies have detracted value and liquidity has dried up, altogether tainting the allure of “alternative” investments. The flaws in static policies for dynamic markets can be set right by implementing effective, low cost benchmarks; and by putting into practice a dynamic finance theory, the SMART way!

*Mark A. Schmid, Chief Investment Officer, The University of Chicago, states: “Arun offers an innovative approach to allocating investments, applying a rules-based technique. If you are managing a portfolio, pension or endowment, you may want to be guided by this stimulating book.”*

*Timothy B. Barrett, Director of Pension Investments Worldwide, Eastman Kodak, endorses the SMART approach: “The concepts in Arun’s first book, *Innovations in Pension Fund Management*, which I introduced as required reading at our pension fund, helped shape our program through the use of an Informed Rebalancing program. The theories and viewpoints evinced in that original work are further refined in this study – a must-read for every institutional investor interested in developing a framework for managing key risks across a portfolio.”*

*Roland van den Brink, Director, Mn Services, and former MD of Investments for the Pension Fund Metalektro (PME) recommends that “If you are a pension fund board member or manager, and you want a simple and proven investment approach to avoid tail risk, then read this book!”*

*Mr. Masakazu Arikawa, former President and Resident Director of the Sony Global Pension Management Company, comments that “The global appeal of the SMART approach it professes for asset management is demonstrated through case studies, including those of Japanese pension funds, where the needs are the greatest as Japan meets its demographic tsunami.”*

**Dr. Arun Muralidhar** is Chairman and Founder of M<sup>cube</sup> Investment Technologies LLC ([www.mcubeit.com](http://www.mcubeit.com)), and Chairman and CIO of AlphaEngine Global Investment Solutions (AEGIS). Arun is the author of *Innovations in Pension Fund Management* – Stanford University Press, 2001. He co-authored with the late Nobel laureate Franco Modigliani a book on reforming Social Security, *Rethinking Pension Reform* – Cambridge University Press, 2004, and edited *European Pension Reform, Luxembourg Institute of International Studies*, 2007. He holds a Ph.D. in Managerial Economics from the MIT Sloan School of Management, and a B.S. from Wabash College.

**A SMART Approach to Portfolio Management is available on [www.amazon.com](http://www.amazon.com) or directly from the publisher.**

**For further information, please contact:**

**Royal Fern Publishing LLC: Shaila Fernandes ([shaila.royalfern@gmail.com](mailto:shaila.royalfern@gmail.com), Phone: +1-609-360-0577)**