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1. Introduction

Investing and investing in stock assets in particular, is inevitably connected with risk. Various models of optimal portfolio selection, which have appeared in the literature so far, can be briefly described as follows "how to obtain the highest return at the lowest risk". No matter how the above statement is realized in particular models, they have one feature in common; namely, they do not take into account the cost of obtaining information about particular assets (their returns and risk) necessary to select the portfolio optimally. Such an approach to the cost of information may seem to be strange as information is often said to be "the most precious commodity". Obviously, there can be two possible explanations of this fact. First, the cost of necessary information may be considered as constant, which simply means decreasing the initial capital by this constant. Second, information coming