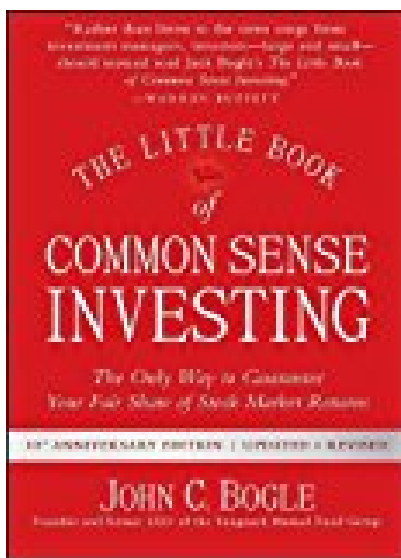


The Little Book of Common Sense Investing Updated and Revised The Only Way to Guarantee Your Fair Share of Stock Market Returns Little Books. Big Profits



BOOK DETAILS

- Author : John C. Bogle
- Pages : 272 Pages
- Publisher : Wiley
- Language : English
- ISBN : 1119404509

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BOOK SYNOPSIS

The bestselling index investing bible, thoroughly revised and updated to reflect the latest market data *The Little Book of Common Sense Investing* is the classic guide to getting smart about the market. Legendary mutual fund veteran John C. Bogle reveals his key to getting more out of investing: index funds. Both history and common sense tell us that the simplest and most effective investment strategy is to buy and hold all of the nations publicly held businesses at very low cost; the classic index fund that owns this markets portfolio in the only investment that guarantees you your share of stock market returns. This book shows you how to make index investing work for you and your financial goals. You'll learn how to cut through the hype to see what's really in your best interest, and analyze the metrics that truly matter —and you'll gain candid insight from some of the world's best financial minds including Warren Buffett, Benjamin Graham, Paul Samuelson, Burton Malkiel and more. Updated with current data and new information on asset allocation and retirement investing, this book gives you a solid strategy for ensuring your financial future. Build a diversified, high-return portfolio with minimal risk. Forget the fads and focus on what works in the real world. Emphasize business reality over market expectations. Understand how index investing is the market's only real winners game. While most investors stay extremely busy turning a winning game into a losing game, index investing allows you to sit back and let the market do the work for you. While their compounding returns are eaten by compounding costs, your "boring" investment will leak steady returns for the long term. Trying to beat the market is a recipe for eventual disaster, but holding a diversified portfolio for an extended period is the number-one way to ensure consistent investment success. *The Little Book of Common Sense Investing* is the guidebook to your secure financial future.

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