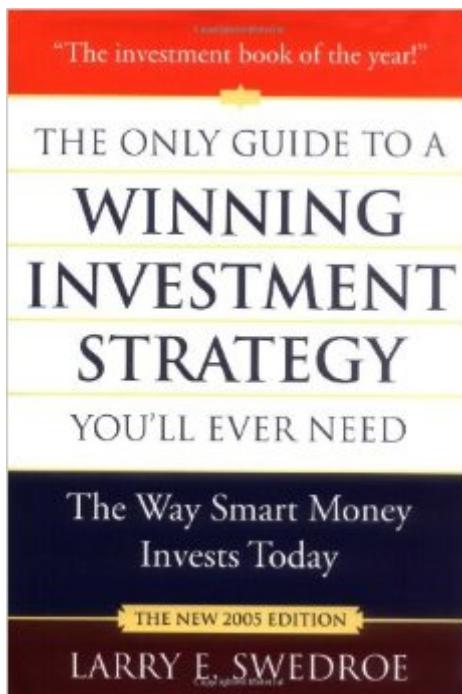


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# **The Only Guide To A Winning Investment Strategy You'll Ever Need: The Way Smart Money Invests Today**



## Synopsis

Investment professional Larry E. Swedroe describes the crucial difference between "active" and "passive" mutual funds, and tells you how you can win the investment game through long-term investments in such indexes as the S&P 500 instead of through the active buying and selling of stocks. A revised and updated edition of an investment classic, *The Only Guide to a Winning Investment Strategy You'll Ever Need* remains clear, understandable, and effective. This edition contains a new chapter comparing index funds, ETFs, and passive asset class funds, an expanded section on portfolio care and maintenance, the addition of Swedroe's 15 Rules of Prudent Investing, and much more. In clear language, Swedroe shows how the newer index mutual funds out-earn, out-perform, and out-compound the older funds, and how to select a balanced "passive" portfolio for the long haul that will repay you many times over. This indispensable book also provides you with valuable information about:- The efficiency of markets today- The five factors that determine expected returns of a balanced equity and fixed income portfolio- Important facts about volatility, return, and risk- Six steps to building a diversified portfolio using Modern Portfolio Theory- Implementing the winning strategy- and more.

## Book Information

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## Customer Reviews

Despite its preposterous title (how can a financial advisor with any claim to rationality be so self-assured), this book is good read for the average investor. It has one mediocre, one average and one excellent sections. The last section alone (see more detail below) is worth the book's

price! The book's three sections cover material as follows: Section 1: making the case as to why short-term trading, trying to time and/or beat the market by following pundits' advice, etc. is a "loser's game" - is, in my opinion, WEAKEST part of the book - it is full of quotes that are redundant to the point of almost being self-indulgent in stressing that only a small fraction of investors would ever beat the returns of broad market indices, such as the S&P 500. Those convinced of this philosophical view can skip this section altogether.

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