

## The Little Book Of Common Sense Investing The Only Way To Guarantee Your Fair Share Of Stock Market Returns 10th Anniversary Edition

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The Little Book of Common Sense Investing is the classic guide to getting smart about the market. Legendary mutual fund pioneer John C. Bogle reveals his key to getting more out of investing: low-cost index funds.

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"The Little Book of Common Sense Investing" is focused on the use of index-linked funds, which are described as the ideal investment tool for people who don't want to get too involved in stock-watching, but want an investment which has a good chance of soundly beating the returns offered by cash savings accounts over the long term.

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Over the course of his long career, Bogle—founder of the Vanguard Group and creator of the world's first index mutual fund—has relied primarily on index investing to help Vanguard's clients build substantial wealth. Now, with The Little Book of Common Sense Investing, he wants to help you do the same.

The Little Book of Common Sense Investing: The Only Way to ...

The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns is a 2007 and 2017 book on index investing, by John C. Bogle, the founder and former CEO of the Vanguard Group. He focuses on index funds, which will give the investor the average market return, and on keeping investing costs low, so that the index fund investor will consistently do better than other investors, after costs. Trying to beat the market "is a loser's game," according to Bogle

The Little Book of Common Sense Investing - Wikipedia

"The Little Book of Common Sense Investing" is focused on the use of index-linked funds, which are described as the ideal investment tool for people who don't want to get too involved in stock-watching, but want an investment which has a good chance of soundly beating the returns offered by cash savings accounts over the long term.

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The Little Book of Common Sense Investing Summary provides a free book summary, key takeaways, review, top quotes, author biography and other vital points of John C. Bogle ’ s investment book. John C. Bogle is the author of this book The Little Book of Common Sense Investing. He ’ s also the CEO and former chairman of Vanguard Mutual Fund Group. Vanguard is the world ’ s most prominent complete no-load mutual fund firm.

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Product Information Praise for The Little Book of Common Sense Investing "A low-cost index fund is the most sensible equity investment for the greatmajority of investors. My mentor, Ben Graham, took this position manyyears ago, and everything I have seen since convinces me of its truth.In this book, Jack Bogle tells you why."

Little Books. Big Profits Ser.: The Little Book of Common ...

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The Little Book of Common Sense Investing by John C. Bogle ...

The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns by John C. Bogle. 9,873 ratings, 4.19 average rating, 876 reviews. The Little Book of Common Sense Investing Quotes Showing 1-30 of 34. “ Don't look for the needle in the haystack. Just buy the haystack! ” .

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The Little Book of Common Sense Investing is the classic guide to getting smart about the market. Legendary mutual fund pioneer John C. Bogle reveals his key to getting more out of investing: low-cost index funds.

The Little Book of Common Sense Investing by John C. Bogle ...

— John C. Bogle, The Little Book of Common Sense Investing Bogle points out quite clearly and honestly that the interest of financial institutions and intermediaries is to encourage that the investor or client ignore simple rules of math.

The Little Book of Common Sense Investing by John C. Bogle ...

亞馬遜書店理財暢銷榜十四年長踞不墜，備受讚譽的投資學必讀經典——本每位投資人都需要的投資書籍。——綠角 美國最大共同基金公司先鋒集團創辦人、指數化投資教父約翰·伯格（John C. Bogle）力薦 深度剖析投資四大支柱——「理論」、「歷史」、「心理學」、「投資產業」想在動盪時代成功捍衛個人財富？你不可不讀！「讀者朋友，假如您看到這行字，代表您已經拿起了投資界最著名的傑作之一。不要放下，仔細把它看完。過一陣子，再把它看一次。你將發現買這本書的錢和閱讀它的時間，將是你最值得的投資。這本書將讓你對投資有深刻的了解，走上正確的道路，避免日後閱讀無用書籍與投資無用工具的浪費。」——綠角（財經作家、「綠角財經筆記」站長）專文導讀 威廉·伯恩斯坦，一位在專業上受人景仰的醫生，在投資領域他更是受人尊重的智者。投資失利後，他勇敢面對積極研究，發揮行醫最高精神，以過人的智慧為投資大愚找出失利的病因與成功的方法。他獨到的見解，獲得投資泰斗先鋒集團創辦人約翰·博格爾及《商業周刊》等專業媒體的讚譽，他的第一本書《智慧型資產配置》到現在都還是廣受尊崇的一本投資書。【一本能幫助投資者真正獲利，所有券商、投信、財經記者卻都不希望你看的理財書】如今，伯恩斯坦更進一步提供真實生活中的投資案例，寫成了《投資金律》分享讀者，帶你從投資時的各個面向理解投資行為。在書中，伯恩斯坦以循序漸進的十四堂課，精彩剖析每位投資人都該熟知的四大支柱，幫助你快速建立最正確的投資觀念，打造低風險且能真正獲利的投資組合。這四大支柱分別是：

投資理論：風險與報酬的關係、如何看待貼現率與股價、預期長期股市報酬的「高登公式」、稅負問題、投資組合的奧祕.....——「千萬別以為高獲利還能夠無風險。」
投資歷史：投資市場的歷史脈絡、經濟泡沫出現的四個必要條件、南海泡沫、經濟大恐慌、網路泡沫、股票之死.....——「幾乎每隔一段時間中，市場就要狂亂一次，如果毫無準備，你就注定失敗。」
投資心理學：投資時最大的心理危險分子、與這些危險分子共處的策略——「找出這個年代中廣為人接受的傳統智慧，並且假設它是錯的——通常來說，它真的是錯的。」
投資產業：金融產業三大支柱——經紀商、共同基金、媒體的運作策略與目標，以及你該如何跟他們打交道——「股票經紀人服務客戶的方式，跟竊聽大盜服務銀行的方式如出一轍。」【《投資金律》帶你「精通投資關鍵知識」、「打造完整投資策略」、「獲致財務自由」】
讀畢本書，你將能全盤理解投資該具備的所有知識及工具，建立受用一生的正確投資觀念，打造低風險、能真正穩定獲利的長期策略。你會學到：
· 如何將儲蓄、退休金、房地產等不同等級資產轉化為專屬最佳投資組合。
· 為何「不同於大盤市場、積極挑選股票」的投資行為反倒容易失利？
· 認識並排除情緒及心理狀態對決策的不利影響。
· 看清整個金融業的實際運作狀況，為什麼證券業、基金業與媒體，非但不是你的投資夥伴，反而經常是你主要的競爭對手？
投資是一趟沒有目的地的旅程，《投資金律》將告訴你如何建立投資組合，在長期投資中成功獲利。避免分心、堅持到底，你將確立你的財務方向和目標，為你和你家人創造長期穩定的財富。【國外讚譽】
「《投資金律》針對成功投資的流程，提供了強而有力的原則、歷史紀錄和理解。我會希望這是一本由我執筆的書。」——約翰·博格爾（John C. Bogle）（指數化投資教父、美國最大共同基金公司先鋒集團（Vanguard Group）創辦人暨前董事長）【國內理財專家力薦】
艾爾文（「富朋友理財筆記」站長） 怪老子（理財精算達人） 林奇芬（《Money錢》雜誌顧問） 章嘉玉（諾亞財富集團執行董事、天使投資人） 綠角（財經作家） 雷浩斯（價值投資暢銷書作家）
「擁有穩定的投資策略，才會有穩定的長期報酬。本書作者提供可經佐證的歷史數據，難以察覺的投資心理盲點，以及系統化的資產配置法則，這些都有助於規劃投資流程與策略。透過理解這本書，可以避免陷入快速獲利的投資迷思，找到自己投資世界的穩健獲利守則。」——艾爾文（「富朋友理財筆記」站長）
「過去二十年來，投資市場經歷了二到三次的高峰與谷底，每次都應證作者所說的四大投資金律。顯示經濟環境與投資市場，有一定的運作法則，懂得掌握的人，才得以趨吉避凶永保安康。此時此刻閱讀此書，重新回顧歷史，檢視自己的理財缺失、擬定未來的理財策略，無疑是捍衛個人財富最聰明的選擇了。」——林奇芬（《Money錢》雜誌顧問）
「這是一本兼具理論基礎、前人經驗累積與實用價值的投資書。我很樂於看到讀譜以本書帶給投資人全新的投資價值，經由作者深入淺出的理論解說，兼備經驗性、故事性的引導，相信無論專業投資人、一般投資人都能在閱讀過程中，獲得啟發，並大有收穫。」——章嘉玉（諾亞財富集團執行董事、天使投資人）？出版社 臉譜（城邦）

The man who has been called "the conscience of the investment industry" recommends a simple, time-tested investment strategy for outperforming the market--indexing--that can deliver the greatest return to the greatest number of investors.

The Little Book of Common Sense Investing: The Only Way to ...

SYNOPSIS: The Little B k f C mm nS n Investing provides a d t l d overview f t w d f f r nt nv tm nt t n t v l managed funds nd nd x funds.Th bl nk x l n wh t' b tt r t ur m n in a low-cost index fund n t d of making k ,h gh- t nv tm nt in wheeling-and-dealing mutu l fund .ABOUT TH AUTH R:J hn C.B gl is th founder nd n w-r t r d CEO f the V ngu rd Mutual Fund Gr u ,an American nv tm nt management company. H th rb k include th b t ll ng l C mm n Sense on Mutual Funds. (c) [John C. B Ogl The Lt ttl Book f C mm n S n Investing] . r ght [2007], John W l & Sons [In . rLtd. l bl ]U db permission f John Wiley & S n [In . rLtd.as applicable] nd h ll n t be made v l bl t n un uth r z d th rd rt .DISCLAIMER: This book is a SUMMARY. It is meant to be a companion, not a replacement, to the original book. Please note that this summary is not authorized, licensed, approved, or endorsed by the author or publisher of the main book. The author of this summary is wholly responsible for the content of this summary and is not associated with the original author or publisher of the main book. If you'd like to purchase the original book, kindly search for the title in the search box.

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The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns (2007) demonstrates why index funds, a type of mutual fund, should make up the majority of the average investment portfolio. Index funds closely match the performance of a given financial market by allowing investors to own a small portion of the entire market through a diversified portfolio that can include stocks and bonds... Purchase this in-depth summary to learn more.

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Provides a comprehensive explanation of how the economy works while examining the roots of the current crisis and offering advice to prevent future meltdowns.

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Exposes the truth about common investing myths and misconceptions and shows you how the truth shall set you free—to reap greater long-term and short-term gains Everybody knows that a strong dollar equals a strong economy, bonds are safer than stocks, gold is a safe investment and that high PEs signal high risk...right? While such "common-sense" rules of thumb may work for a time as investment strategies, as New York Times and Wall Street Journal bestselling author, Ken Fisher, vividly demonstrates in this wise, informative, wholly entertaining new book, they'll always let you down in the long run. Ken exposes some of the most common—and deadly—myths investors swear by, and he demonstrates why the rules-of-thumb approach to investing may be robbing you of hope for the kinds returns you hope for. Dubbed by Investment Advisor magazine one of the 30 most influential individuals of the last three decades, Fisher is Chairman, and CEO of a global money management firm with over \$32 billion under management Fisher's Forbes column, "Portfolio Strategy," has been an extremely popular fixture in Forbes for more than a quarter century thanks to his many high-profile calls Brings together the best "bunks" by Wall Street's Master Debunker in a fun, easy-to-digest, bite-size format More than just a list of myths, Fisher meticulously explains of why each commonly held belief or strategy is dead wrong and how damaging it can be to your financial health Armed with this book, investors can immediately identify major errors they may be committing and adjust their strategies for greater investing success

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A timely guide to making the best investment strategies even better A wide variety of strategies have been identified over the years, which purportedly outperform the stock market. Some of these include buying undervalued stocks while others rely on technical analysis techniques. It's fair to say no one method is fool proof and most go through both up and down periods. The challenge for an investor is picking the right method at the right time. The Little Book of Stock Market Profits shows you how to achieve this elusive goal and make the most of your time in today's markets. Written by Mitch Zacks, Senior Portfolio Manager of Zacks Investment Management, this latest title in the Little Book series reveals stock market strategies that really work and then shows you how they can be made even better. It skillfully highlights earnings-based investing strategies, the hallmark of the Zacks process, but it also identifies strategies based on valuations, seasonal patterns and price momentum. Specifically, the book: Identifies stock market investment strategies that work, those that don't, and what it takes for an individual investor to truly succeed in today's dynamic market Discusses how the performance of each strategy examined can be improved by combining into them into a multifactor approach Gives investors a clear path to integrating the best investment strategies of all time into their own personal portfolio Investing can be difficult, but with the right strategies you can improve your overall performance. The Little book of Stock Market Profits will show you how.

As you have probably noticed, there are quite a few investing books out there. Many of them were written by some of the world's greatest investors. So, why should you read our book? Stock investing is more prevalent than ever, whether directly or indirectly through brokerage accounts, exchange-traded funds, mutual funds, or retirement plans. Despite this, the vast majority of individual investors have no training on how to pick stocks. And, until now, there hasn't been a truly accessible, easy-to-understand resource available to help them. The Little Book of Investing Like the Pros was written to fill this void. We believe the simplicity and accessibility of our stock picking framework is truly unique. Using real-world examples and actual Wall Street models used by the pros, we teach you how to pick stocks in a highly accessible, step-by-step manner. Our goal is straightforward—to impart the skills necessary for finding high-quality stocks while protecting your portfolio with risk management best practices. Our practical approach is designed to help demystify the investing process, which can be intimidating. This training will help set you apart from others who are largely flying blind. Pilots require extensive training before receiving a license. Doctors must graduate medical school, followed by a multi-year residency. Even those providing professional investment advice require certification. But, anyone can buy a stock without any training whatsoever. While buying stocks on a hunch and a prayer may not endanger your life, it can certainly put your finances at risk.

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