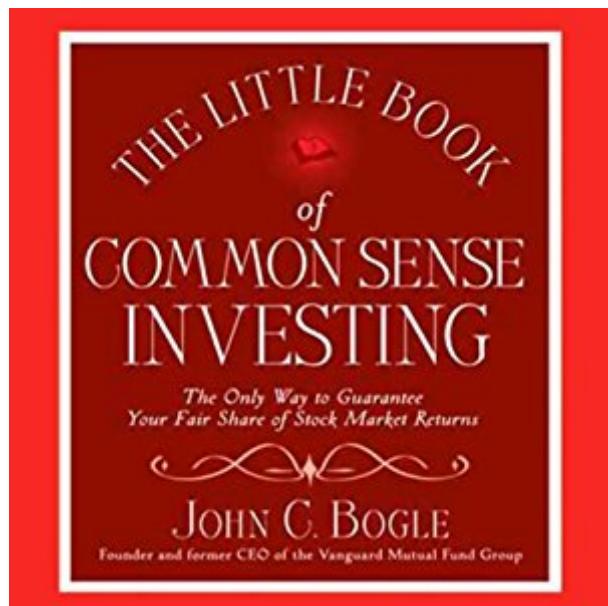


The book was found

The Little Book Of Common Sense Investing



Synopsis

John C. Bogle's *The Little Book of Index Investing* is a power-packed explanation of why outperforming the market is an investor illusion. Instead, the founder of The Vanguard Group—the man who's been called "the conscience of the investment industry"** recommends a simple, time-tested investment strategy that can deliver the greatest return to the greatest number of investors: indexing. Why? Investing is a zero-sum game where transaction costs, taxes, poor investment diversification, and poor market-timing (an affliction for most investors) hurts your portfolio more than it helps. Indexing eliminates that hurt. Bottom-line, if you can't be an index, why not invest in one? And you'll be all the happier and richer for it.*Time Magazine --This text refers to the Audio CD edition.

Book Information

Audible Audio Edition

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Customer Reviews

Since I first challenged an "investment advisor" to show me HIS portfolio of stocks many years ago (He would not.), I have been very reluctant to follow the advice of such people. After thirty years of investing, I have come back to my first impression: indexing is the way to go. I started out when I was very young, controlled my expenses, saved, and now I work whenever I feel like it. I have weathered all the recessions and have never panicked and sold; I live below my means and never look at my portfolio; you don't lose money until you sell. Indexing and remaining cool have paid off handsomely; now if I could just teach my two sons all I have learned ...

Best book ever for the average passive investor in the stock market! Especially liked the charts and the comments by experts and wealthy investors! The author, with 30 years or more experience, clearly lays out the importance of using index funds, low cost fees and passive investment!

Judging from my own example after reading this book, I bet everyone who actually read it wishes they have read it when they were younger! If you are thinking of doing any kind of investing in the market, read this book first.

A Must read for investors of all ages, actually bought copies for son and daughter as they start out in their careers to have a better understanding of investing and details involved that will aid in making knowledgeable decisions.

What should be easy to figure out is sometimes the hardest thing to accept. We have always been told investing is a professionals game. This book lays bare the fallacy of wall street and the investing industry. This should be required reading for seniors in high school as an introduction to smart money management for life.

Cut through all the market nonsense and marketing BS and understand basic stock market investing while working out a simple strategy that will let you win over the long term.

This is the most important investing book you will ever read. I have a feeling every single one of his other books say the exact same thing with far more words

This author provides a summary of the stock market, especially the differences between index funds and other types of mutual funds. He explains why it is important to consider the largest diversification by investing in all the stock market, and how, with patience and consistency, most anyone will be able to come out ahead.

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