



# The Only Guide to a Winning Investment Strategy You'll Ever Need: The Way Smart Money Invests Today

By Larry E. Swedroe

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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 balance "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.

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## The Only Guide to a Winning Investment Strategy You'll Ever Need: The Way Smart Money Invests Today By Larry E. Swedroe Bibliography

- Sales Rank: #158505 in Books
- Published on: 2005-01-01
- Released on: 2004-12-23
- Original language: English
- Number of items: 1
- Dimensions: 9.34" h x 1.25" w x 6.52" l, 1.31 pounds
- Binding: Hardcover
- 352 pages

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- John C. Bogle, founder and former chairman of The Vanguard Group

"The investment book of the year!"

- Robert Sobel, Professor of Business History, Hofstra University

#### **About the Author**

Larry E. Swedroe graduated from New York University with an MBA in finance. He is the author of *What Wall Street Doesn't Want You to Know*, *Rational Investing in Irrational Times*, and *The Successful Investor Today*. Swedroe lives in St. Louis, Missouri, where he is a principal in the firm of Buckingham Asset Management.

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