

## The Little Book of Common Sense Investing



Investing is all about common sense. Owning a diversified portfolio of stocks and holding it for the long term is a winners game. Trying to beat the stock market is theoretically a zero-sum game (for every winner, there must be a loser), but after the substantial costs of investing are deducted, it becomes a losers game. Common sense tells us, and history confirms, that the simplest and most efficient 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 market portfolio is the only investment that guarantees you your fair share of stock market returns. To learn how to make index investing work for you, theres no better mentor than legendary mutual-fund industry veteran John C. Bogle. Over the course of his long career, Bogle, founder of the Vanguard Group and creator of the worlds first index mutual-fund, has relied primarily on index investing to help Vanguards clients build substantial wealth. Now, with *The Little Book of Common Sense Investing*, he wants to help you do the same. Filled with in-depth insights and practical advice, *The Little Book of Common Sense Investing* will show you how to incorporate this proven investment strategy into your portfolio. It will also change the very way you think about investing. Successful investing is not easy. (It requires discipline and patience.) But it is simple - for its all about common sense.

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