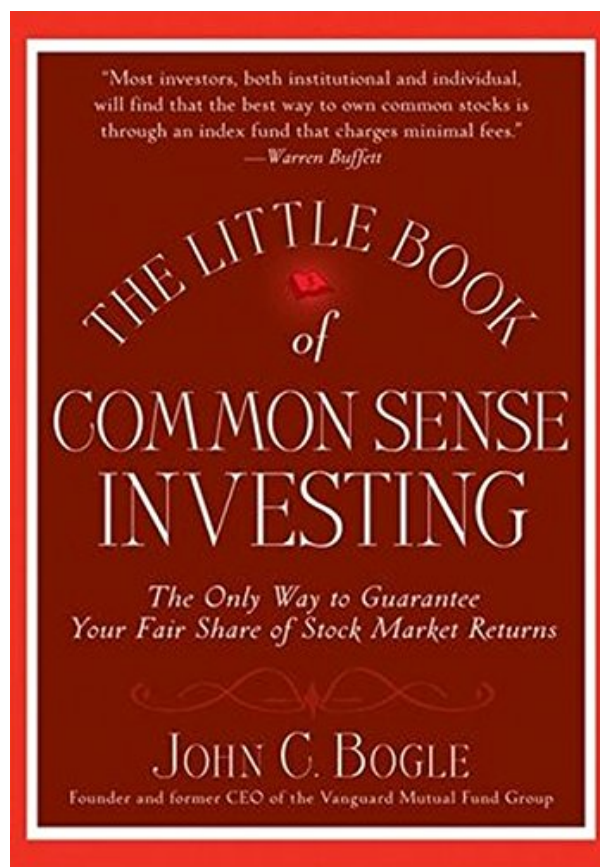


**THE LITTLE BOOK OF COMMON SENSE  
INVESTING: THE ONLY WAY TO  
GUARANTEE YOUR FAIR SHARE OF STOCK  
MARKET RETURNS BY JOHN C. BOGLE**



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"Most investors, both institutional and individual, will find that the best way to own common stocks is through an index fund that charges minimal fees."

—Warren Buffett

THE LITTLE BOOK  
*of*  
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INVESTING

*The Only Way to Guarantee  
Your Fair Share of Stock Market Returns*

JOHN C. BOGLE

Founder and former CEO of the Vanguard Mutual Fund Group

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- Number of items: 1
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- Binding: Hardcover
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3 of 3 people found the following review helpful.

OK for beginners but not detailed enough

By Emzet

This is the typical instance of an investment guru trying to sell their product by writing a book on the advantages of their own investment product.

That is not to say that the book is bad. Index funds are indeed the safest way to go for the average investor. The author does prove their point and he does warn you about the common pitfalls in other types of investment like mutual funds and actively managed funds. I definitely agree with 95% of his arguments.

The reason why I'm not 100% happy with the book is the level. This book is meant for people who do not have the slightest clue about investing or how the stock market works.

I was hoping for something a little more detailed and more technical. This was just too high level and filled with metaphors. I come from a technical background and I need graphs and figured to convince me, not metaphors. There is *\*some\** data and some *\*graphs\** but in my view, it's not enough.

The math is kept at a very low level and the data is a little sporadic. I understand the targeted audience is the average person with little economic background but I was still disappointed.

If you don't have a clue about investing, this is a really good read. The language is simple enough and I guess all the metaphors help convey the general points.

If you're looking for a specialized book on index fund investing, keep on searching.

1 of 1 people found the following review helpful.

Here's a little retirement funding AID that is actually worth having

By Grambo

ANYONE who invests really NEEDS to read this book! I lost a BUNDLE in the past year in the market. I

began to think my investment advisory firm was NOT taking the best care of me, but the WERE GETTING PAID IN FULL while losing me a quarter million bucks!

And I started researching, looking for "A Better Way." I worked hard, put in many long hours, went through every resource available to me...

And then I found... This little book.

From it I've learned my advisors could never do as good a job for me as I CAN do for myself! This little book has led me to start moving my assets out of "helpers" hands, and finally reap the FULL rewards my invested money generates instead of letting my "helpers" continue helping themselves to MY MONEY!!!

The book is written by someone who is more verbose than I, but the book is well written, informative, and builds the author's case in a logical, stepwise manner. It shows you how you've been wrong, paying high fees unnecessarily. More, it shows you the tool available to everyone that allows much faster wealth building with passive investing than is possible with any active investing.

Yep, if you've got money TO invest (old farts like me do) you really need to read this book. I guarantee you will be helped by it. Especially considering we really can't count on Social Security for our old age. Social Security was never meant to be more than a source of PARTIAL support! You'd jolly well better have your own money invested and generating enough additional cash to make your life comfortable in your old age, because nobody is going to do it for you! If you think Uncle Sugar is going to keep your comfortable in your older years, BOY are you in for a shock!

Buy the book. Read it. Learn how to be more financially secure, sooner. It's in the book!

0 of 0 people found the following review helpful.

Buy Several to Give to Friends

By J. Edgar Mihelic, MBA

I have read the most recent version of Malkiel's "A Random Walk Down Mainstreet," and it made me thankful for those people who actually go out and try to make a return for themselves on the market. It provides a service that current leftist critiques of finance capitalism forget – they provide liquidity and aid price discovery. Now, that is just a small part of what they do, and the bulk of their profits are actual rents, and half of the people will end up losers whatever system they try – because there are some patterns in the market, but I am a believer that the market will stay irrational longer than I can stay liquid. I guess at heart I am pretty conservative about what I do with my money because people like Malkiel and Bogle speak to me so much.

This book is like a cover version of Malkiel's classic, coming in with a shorter page count and being less of a sales document – though where the recent "Random Walk" made me curious about Wealthfront and reading this made me go to the Vanguard website, I still am paying more in fees than I should to the company-administered 403(b) even in their so-called Index Fund. This is a pretty well-written book, but it does have a bit of an odd structure, with short chapters closed by asides referencing the current point made with an outside source instead of integrating it in the main chapter. Overall, though, it is a strong case for indexing your funds and taking advantage of the work the active traders do. When you are buying the market, you are giving up the chance of some great stock or sector that goes parabolic, but it also prevents you from thinking you are clever and taking a short position in that same sector just before it goes parabolic. Buy and hold and buy again seems to be the best way to ensure that the money you do invest will be there when you need it at the end of your life. I'm not trying to get rich by any means, but I'm also not looking to degrade the quality

of my life at the end.

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- What expert investors and brilliant academics—from Warren Buffett and Benjamin Graham to Paul Samuelson and Burton Malkiel—have to say about index investing
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From the Back Cover

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