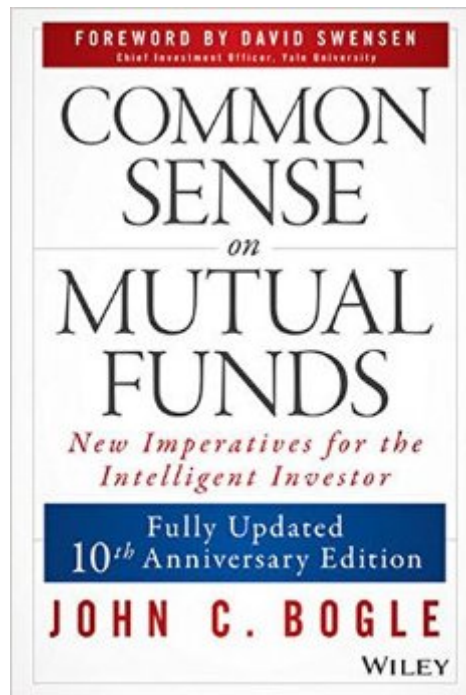


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Common Sense On Mutual Funds: Fully Updated 10th Anniversary Edition



Synopsis

John C. Bogle shares his extensive insights on investing in mutual funds. Since the first edition of *Common Sense on Mutual Funds* was published in 1999, much has changed, and no one is more aware of this than mutual fund pioneer John Bogle. Now, in this completely updated Second Edition, Bogle returns to take another critical look at the mutual fund industry and help investors navigate their way through the staggering array of investment alternatives that are available to them. Written in a straightforward and accessible style, this reliable resource examines the fundamentals of mutual fund investing in today's turbulent market environment and offers timeless advice in building an investment portfolio. Along the way, Bogle shows you how simplicity and common sense invariably trump costly complexity, and how a low cost, broadly diversified portfolio is virtually assured of outperforming the vast majority of Wall Street professionals over the long-term. Written by respected mutual fund industry legend John C. Bogle. Discusses the timeless fundamentals of investing that apply in any type of market. Reflects on the structural and regulatory changes in the mutual fund industry. Other titles by Bogle: *The Little Book of Common Sense Investing* and *Enough*. Securing your financial future has never seemed more difficult, but you'll be a better investor for having read the Second Edition of *Common Sense on Mutual Funds*.

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Customer Reviews

Some people are larger than life in their fields and everyone would likely agree that Jack Bogle is such a figure in the mutual funds area. Bogle founded Vanguard in the 70's and has since helped ordinary people make more money than perhaps anyone else living or dead. At least he helped those who had the intelligence to listen to his advice. Which is pretty much to invest in really boring

index funds for your entire life and then come back decades later and be astonished at how wealthy you are. This book was originally written in 1999 right before the telecom/internet stock mania finally took its well-deserved step off the cliff. This edition supplements the original book with updated charts and commentary on what the last decade of volatility has wrought. Bogle's view, backed up by data, is that even the past 10 years hasn't altered his view of the correct strategy - if anything it has been strengthened. If you are not greedy and stick with boring stuff then you don't really have too much to worry about over the long haul. Given Bogle's message of simplicity I am confused about a book that requires a whopping 600 pages to make the point. Much of what he says gets repeated over and over and over again, to the point where it leaves a far less crisp message than intended. If you are not convinced by page 50 or so that index funds are the way to go, the remaining 550 pages will probably not be all that much more persuasive. In the process he is also less than clear about Vanguard. Perhaps it is just a polite or "objective" writing style, but repeatedly saying things like "all mutual funds companies, with one exception...", when he really means Vanguard, makes little sense to me.

Jack Bogle has produced a real monster of a resource this time! This greatly expanded volume (some 650 pages in all!) has all the verve and audacity of a work you'd expect from industry rogue, Bogle, and is jam-packed with new information and updated statistics that help to make his message seem more relevant now than ever before. In the Preface to the 10th Anniversary Edition, Bogle addresses the recent upheaval in the markets in the context of his time-tested formula for ensuring the integral, health of investors' portfolios and posting consistent gains over the long haul. Bogle's investment philosophy emphasizes the importance of maintaining a streamlined portfolio that relies on stock indexing and conservative, long-range predictions regarding growth. Avoiding the kind of I-told-you-so rhetoric that many readers may find off-putting in these difficult times, Bogle diplomatically explains how recent trends in the markets confirm the advantages of owning a highly diversified portfolio managed according to certain intelligent investment principles, which he has termed the 12 Pillars of Wisdom. He gives hope to investors who may have made some wrong turns or were misled during the housing boom by offering them a practical plan for how to get their investments back on the right track. Bogle's game has always been mutual funds--he's one of the originators and foremost experts in America on this unique investment type. In the ten years since the original publication of *Common Sense on Mutual Funds: New Imperatives for the Intelligent Investor* and the 35 years since he founded the Vanguard Group, John C.

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