



The Four Pillars of Investing: Lessons for Building a Winning Portfolio

By William J. Bernstein

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Four Pillars of Investing: Lessons for Building a Winning Portfolio, William J. Bernstein, The classic guide toconstructing a solid portfolio-with out a financial advisor! "With relatively little effort, youcan design and assemble aninvestment portfolio that, because of its wide diversification and minimal expenses, will prove superior to themost professionally managed accounts. Great intelligence and good luckare not required." William Bernstein's commonsense approachto portfolio construction has served investorswell during the past turbulent decade-andit's what made The Four Pillars of Investing aninstant classic when it was first published nearlya decade ago. This down-to-earth book lays out in easy-to-understandprose the four essential topics thatevery investor must master: the relationship ofrisk and reward, the history of the market, thepsychology of the investor and the market, and the folly of taking financial advice from investmentsalespeople. Bernstein pulls back the curtainto reveal what really goes on in today's financialindustry as he outlines a simple program forbuilding wealth while controlling risk.Straightforward in its presentation and generous inits reallife examples, The Four Pillars of Investingpresents a nononsense discussion of: The art and science of mixing different asset classes into an effective blend The dangers of actively pickingstocks, as opposed to investingin the whole...



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