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man and the*

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created. John

Bogle continues

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investors the
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creative
innovation,
personal
integrity, and
stubborn
determination
infuse every
aspect of the
company he
founded. This*

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to the Index
Revolution and
transformed the
lives of
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history of
modern finance
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inextricably
linked—it would
be impossible to
tell one story
without the
other. Stay the
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Vanguard and the
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weaves these
stories together
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*journey through
the history of
one
revolutionary
company and one
remarkable man.
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wealth managers,
financial
advisors,
business
leaders, and
those who enjoy
a good story,*

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*will find this
book as*

*informative and
unique as its
author.*

*The Bogleheads
are back-with
retirement
planning advice
for those who
need it!*

*Whatever your
current
financial*

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*situation, you
must continue to
strive for a
viable*

*retirement plan
by finding the
most effective
ways to save,
the best
accounts to save
in, and the
right amount to
save, as well as
understanding*

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*how to insure
against setbacks
and handle the
uncertainties of
a shaky economy.
Fortunately, the
Bogleheads, a
group of like-
minded
individual
investors who
follow the
general
investment and*

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business beliefs
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of John C.

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to help. Filled
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advice on a wide
range of
retirement
planning issues,
including some
pearls of wisdom
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*funding your
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strategies that

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Success,
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Legend David F.
Swensen offers
incontrovertible
evidence that
the for-profit
mutual-fund
industry
consistently
fails the
average
investor. From
excessive

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*management fees
to the frequent
"churning" of
portfolios, the
relentless
pursuit of
profits by
mutual-fund
management
companies harms
individual
clients. Perhaps
most destructive
of all are the*

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*hidden schemes
that limit
investor choice
and reduce
returns,
including "pay-
to-play" product-
placement fees,
stale-price
trading scams,
soft-dollar
kickbacks, and
12b-1
distribution*

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*charges. Even if
investors manage
to emerge*

*unscathed from
an encounter*

*with the profit-
seeking mutual-
fund industry,
individuals face
the likelihood
of self-*

inflicted pain.

*The common
practice of*

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*selling losers
and buying
winners (and
doing both too
often) damages
portfolio
returns and
increases tax
liabilities,
delivering a one-
two punch to
investor
aspirations. In
short: Nearly*

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insurmountable
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hurdles confront
Ordinary
investors.

Swensen's
solution? A
contrarian
investment
alternative that
promotes well-
diversified,
equity-oriented,
"market-
mimicking"

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portfolios that
reward investors
who exhibit the
courage to stay
the course.

*Swensen suggests
implementing his
nonconformist
proposal with in
vestor-friendly,
not-for-profit
investment
companies such
as Vanguard and*

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TIAA-CREF. By avoiding actively managed funds and employing client-oriented mutual-fund managers, investors create the preconditions for investment success. Bottom line?

Unconventional

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*Success provides
the guidance and
financial know-
how for*

*improving the
personal
investor's
financial
future.*

*The best-selling
investing
"bible" offers
new information,
new insights,*

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and new

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Common Sense

Investing is the
classic guide to
getting smart
about the
market.

Legendary mutual
fund pioneer
John C. Bogle
reveals his key
to getting more

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out of
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investing: low-
cost index

*funds. Bogle
describes the
simplest and
most effective
investment
strategy for
building wealth
over the long
term: buy and
hold, at very
low cost, a*

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mutual fund that tracks a broad stock market Index such as the S&P 500.

While the stock market has tumbled and then soared since the first edition of Little Book of Common Sense was published in April 2007,

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Bogle's

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edition and

served investors

well. This tenth

anniversary

edition includes

updated data and

new information

but maintains

the same long-

term perspective

as in its

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*predecessor.
Bogle has also
added two new
chapters
designed to
provide further
guidance to
investors: one
on asset
allocation, the
other on
retirement
investing. A
portfolio*

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focused on index funds is the only investment that effectively guarantees your fair share of stock market returns. This strategy is favored by Warren Buffett, who said this about Bogle: "If a statue is ever

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*erected to honor
the person who
has done the
most for
American
investors, the
hands-down
choice should be
Jack Bogle. For
decades, Jack
has urged
investors to
invest in ultra-
low-cost index*

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Today, however,
he has the
satisfaction of
knowing that he
helped millions
of investors
realize far
better returns
on their savings
than they
otherwise would
have earned. He
is a hero to

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them and to me."

Bogle shows you

how to make

index investing

work for you and

help you achieve

your financial

goals, and finds

support from

some of the

world's best

financial minds:

not only Warren

Buffett, but

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Benjamin Graham,
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Paul Samuelson,
Burton Malkiel,
Yale's David
Eaktion Swensen, Cliff
Asness of AQR,
and many others.
This new edition
of The Little
Book of Common
Sense Investing
offers you the
same solid
strategy as its

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*predecessor for
building your
financial
future. Build a
broadly
diversified, low-
cost portfolio
without the
risks of
individual
stocks, manager
selection, or
sector rotation.
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and marketing hype, and focus on what works in the real world.

Understand that stock returns are generated by three sources (dividend yield, earnings growth, and change in market valuation) in order to

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*establish
rational
expectations for
stock returns
over the coming
decade.*

*Recognize that
in the long run,
business reality
trumps market
expectations.
Learn how to
harness the
magic of*

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*compounding
returns while*

*avoiding the
tyranny of*

compounding

costs. While

index investing

allows you to

sit back and let

the market do

the work for

you, too many

investors trade

frantically,

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turning a
winner's game
into a loser's
game. *The Little
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*How a Band of
Wall Street
Renegades
Invented the
Index Fund and
Changed Finance
Forever
Unconventional
Success*

*The
Extraordinary
Life of the
Investing
Pioneer Paul*

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Common Sense

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the Soul of

Capitalism

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Speculation

Examines the

importance of skill

and luck, describes

how to develop

analytical tools to

understand them,

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and offers
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suggestions on

putting these

findings to work to
achieve success.

Empire of the Fund
is an exposé and
examination of the
way we save now.

With the rise of the
401(k) and demise
of the pension, the
United States has
embarked upon the

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richest and riskiest
experiment in our
financial history.

Over the next
twenty years,
nearly eighty
million baby
boomers will retire
at a pace of ten
thousand per day.
The hypothesis of
our experiment is
that millions of
ordinary,

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untrained, busy
citizens can

successfully

manage trillions of

dollars in a

financial system

dominated by

wealthy, skilled,

and powerful

financial

institutions, many

of which have a

record of treating

individual

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investors shabbily.

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The key tools in
our 401(k) plans
and individual
retirement
accounts are
mutual funds,
which have
ballooned to hold
more than \$16
trillion. But these
funds pose dangers
to our savings in
three ways:

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through structural vulnerabilities that give money managers the incentive to focus on marketing over investing; through the very human challenges of managing our savings decades into the future; and through the peril of financial

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professionals
behaving badly, to
our economic
harm. Though
Americans often
hear of the
importance of low
fees in fund
investing, few are
aware of the
astonishing
panoply of ways
that some financial
advisers have

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illegally diverted
money out of
mutual funds: from
abetting hedge
funds to trade after
the legal deadline,
to inflating the
assets on which
they are paid a
percentage, to
paying kickbacks
for brokers to sell
their funds. This
book will forewarn

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and forearm
Americans by
illustrating the
structural flaws,
perverse
incentives, and
litany of scandals
that have
bedeviled mutual
funds. And by
setting forth a pair
of policy solutions
to improve
Americans'

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financial literacy
and bargaining
power, it will also
attempt to
safeguard our
individual financial
destinies and our
nation's fiscal
strength.

Learn basic
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to make it more
likely that you'll
achieve common

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life goals such as
owning a home,
providing for
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money for both

short- and long-

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why Warren
Buffett, John C.
Bogle, and most
professional
investors
recommend that
99% of investors
should use low-
cost mutual funds
called index funds.
Learn what they
are, what this
means, and why
they win. John C.

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Mel Lindauer--also
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Boglehead

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appendixes
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President, Portfolio
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Author: "All About
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All About Index
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others. "Rick has
produced a
masterful financial
guide for
beginning
investors and old
hands alike. If you

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want to get started
investing the right
way, this book
provides the clarity
and backbone to
achieve your
financial destiny."

--Bill Schultheis,
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Soundmark Wealth
Management, LLC
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Investor" "Rick has

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outperform the
majority of

investors, both

individual and

professionals

alike." --Larry

Swedroe, Principal

and Director of

Research,

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Family of Financial

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investing

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shares his
extensive insights
on investing in
mutual funds Since
the first edition of
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Mutual Funds was
published in 1999,
much has changed,
and no one is more
aware of this than
mutual fund
pioneer John

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are available to
them. Written in a
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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

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the long-term.

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the timeless
fundamentals of
investing that
apply in any type
of market Reflects
on the structural
and regulatory

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changes in the
mutual fund
industry Other
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Investing and
Enough. Securing
your financial
future has never
seemed more
difficult, but you'll
be a better
investor for having

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Personal
Investment

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Recommended
Reading by

Warren Buffet in
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Letter to

Shareholders How
speculation has
come to dominate
investment—a har
d-hitting look
from the creator
of the first index
fund. Over the

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course of his sixty-
year career in the
mutual

fund industry,

Vanguard Group

founder John C.

Bogle has

witnessed

a massive shift in
the culture of the
financial sector.

The prudent, valu
e-adding culture

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of long-term investment has been crowded out by an aggressive, value-destroying culture of short-term speculation. Mr. Bogle has not been merely an eye-witness to these changes, but one of the

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financial sector's
most
active participants
. In *The Clash of
the Cultures*, he
urges a return
to the common
sense principles
of long-term
investing.

Provocative and
refreshingly
candid, this book

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discusses

Mr. Bogle's views

on the changing

culture in the

mutual fund

industry, how

speculation has

invaded our

national

retirement

system, the failure

of our

institutional

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money managers
to effectively parti
cipate in

corporate

governance, and

the need for a

federal standard

of fiduciary duty.

Mr. Bogle

recounts the

history of the

index mutual

fund, how

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he created it, and how exchange-traded index funds have altered its original concept of long-term investing. He also presents a first-hand history of Wellington Fund, a real-world case study on the

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success of
investment and
the failure of
speculation. The
book concludes
with ten simple
rules that will
help investors
meet
their financial
goals. Here, he
presents a
common sense

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strategy

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that" may not be
the best strategy
ever devised. But

the number
of strategies that
are worse is
infinite." The

Clash of the
Cultures:

Investment vs. Sp
eculation complet
es the trilogy of

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best-selling
books, beginning
with Bogle on
Investing: The
First 50 Years
(2001) and
Don't Count on It!
(2011)

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Financial Times's
global finance
correspondent,
the incredible

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true story of the
iconoclastic geeks
who defied
conventional
wisdom and
endured Wall
Street's scorn to
launch the index
fund revolution,
democratizing
investing and
saving hundreds
of billions of

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dollars in fees
that would have
otherwise lined
fat cats' pockets.
Fifty years ago,
the Manhattan
Project of money
management was
quietly assembled
in the financial
industry's
backwaters,
unified by the

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heretical idea
that even many
of the world's
finest investors
couldn't beat the
market in the
long run. The
motley crew of
nerds—including
economist
wunderkind Gene
Fama, humiliated
industry

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executive Jack
Bogle, bull-

headed and comp
uter-obsessive

John McQuown,
and avuncular
former WWII

submariner Nate
Most—succeeded
beyond their
wildest dreams.

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now accounts for

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more than \$20 trillion, equal to the entire gross domestic product of the US, and is today a force reshaping markets, finance and even capitalism itself in myriad subtle but pivotal ways. Yet even some fans

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of index funds
and ETFs are
growing

perturbed that
their swelling heft
is destabilizing
markets,
wrecking the
investment
industry and
leading to an
unwelcome
concentration of

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power in fewer
and fewer hands.

In Trillions,

Financial Times
journalist Robin
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investment managers, of course, who are very good - though in the short run, it's difficult to determine whether a great record is due to luck or talent. Most advisors, however, are far

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60 years, and
expanding more
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for understanding
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way back to a more
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plane. The "third
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all too often
understand their
field as the
relationship
between markets
and the state, and
they leave squishy
social issues for
other people. That's
not just myopic,
Rajan argues; it's
dangerous. All
economics is***

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actually

**socioeconomics - all
markets are**

**embedded in a web
of human relations,
values and norms.**

**As he shows,
throughout history,
technological phase
shifts have ripped
the market out of
those old webs and
led to violent
backlashes, and to**

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***what we now call
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reached, but it can
be ugly and messy,
especially if done
wrong. Right now,
we're doing it
wrong. As markets
scale up, the state
scales up with it,
concentrating
economic and***

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***political power in
flourishing central
hubs and leaving
the periphery to
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extensively tested
and is a
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Bill is the founder and now-retired CEO of the Vanguard Mutual Fund Group, an American investment management company. His other books include the bestselling *Common Sense on*

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