



# The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns (Little Books. Big Profits)

By John C. Bogle

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“There are a few 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 better at generating high fees than they are at generating high returns. In truth, their core competence is salesmanship. Rather than listen to their siren songs, investors – large and small – should instead read Jack Bogle’s *The Little Book of Common Sense Investing*.” – Warren Buffett, Chairman of Berkshire Hathaway, 2014 Annual Shareholder Letter.

Investing is all about common sense. Owning a diversified portfolio of stocks and holding it for the long term is a winner’s 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 loser’s game. Common sense tells us—and history confirms—that the simplest and most efficient investment strategy is to buy and hold all of the nation’s publicly held businesses at very low cost. The classic index fund that owns this market portfolio is the *only* investment that guarantees you with your fair share of stock market returns.

To learn how to make index investing work for you, there’s 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 world’s first index mutual fund—has relied primarily on index investing to help Vanguard’s 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 it's all about common sense.

With *The Little Book of Common Sense Investing* as your guide, you'll discover how to make investing a winner's game:

- Why business reality—dividend yields and earnings growth—is more important than market expectations
- How to overcome the powerful impact of investment costs, taxes, and inflation
- How the magic of compounding returns is overwhelmed by the tyranny of compounding costs
- What expert investors and brilliant academics—from Warren Buffett and Benjamin Graham to Paul Samuelson and Burton Malkiel—have to say about index investing
- And much more

You'll also find warnings about investment fads and fashions, including the recent stampede into exchange traded funds and the rise of indexing gimmickry. The real formula for investment success is to own the entire market, while significantly minimizing the costs of financial intermediation. That's what index investing is all about. And that's what this book is all about.

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**The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns (Little Books. Big Profits) By John C. Bogle Bibliography**

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### Editorial Review

#### Review

"excellent advice in a concise and accessible manner." (*The Wall Street Journal*, April 10, 2007)

"It's hard to argue with the eloquent logic of John C. Bogle's latest ode to index funds...Bogle's 'Little Book' offers much exemplary advice." (*Bloomberg News*, April 2007)

Among monetary gurus and wise men, John Bogle is a singular case. As the founder of the highly regarded Vanguard Group, he is revered for the company's commitment to providing value to its clients as well as profits to its investors. He even has his own group of fans, called "Bogleheads," who cling to every utterance and pronouncement from the great man.

In this latest entry in the *Little Book* series, Bogle's gentle prose contains idiot-proof advice for investors at all levels. He punctures the myth of the superiority of mutual funds and instead declares that by using a bit of common sense, low-cost index funds are the way to go for most modest stock investors. He's also wary of the ways of Wall Street and cautions investors to steer clear of its institutional con men and cautions against excessive fees and taxes that invariably eat up profits.

It's not very glamorous or exciting advice, but that's also his point: Slow and steady wins the race. (*Miami Herald*, April 9, 2007)

"genuinely provides investors with the ideal strategy for making the most of stock-market investing" (*Motley Fool's UK website*, March 8, 2007)

"It's an easy read that will, I suspect, quickly join Burton Malkiel's *A Random Walk Down Wall Street* and Charles Ellis's *Winning the Loser's Game* as one of the indexing crowd's favorite books."—Jonathan Clements (*Wall Street Journal*)

"It's hard to argue with the eloquent logic of John C. Bogle's latest ode to index funds." (*Bloomberg Terminal*, March 8, 2007).

"provides an opportunity to reflect on a remarkable career and legacy." (*Financial Times*, 19th March 2007)

"...it is John Bogle's hymn to index-tracking investment, and a fascinating read it is too." (*Daily Telegraph*, March 2007)

"Those who doubt my reasoning should read the Little Book of Common Sense Investing by John Bogle." (*FT Adviser*, 24th April 2007)

"...particularly interesting...goes some way towards discrediting the stockpicking virtues taught to me in my time as a financial journalist." (*Fund Strategy*, 7th May 2007)

"...wittily written, pocket-sized guide...If you want to learn how to avoid the unpredictabilities of the stock market and the fees of middle men, then this book is well worth a read." (*Pensions Age*, May 2007)

"... For the individual investor, it presents a solid game plan for growing funds over the long haul." (*Directorship*, July 2007)

"... read Bogle's new *Little Book of Common Sense Investing* and you'll see how easy it is to beat the Alpha Hunters at their own game!" (*MarketWatch*, July 2007)

"The one big thing that Bogle knows -- and explains so well in this slender volume -- is that buying and holding a broad benchmark of stocks while keeping fees to a minimum leads to higher long-term returns than constantly trading in a vain attempt to beat the market. Common sense? Yes. But radical too, as the entire investing establishment is designed to get investors to do the exact opposite." (*CNNMoney*)

"Business books are often written by show-offs who want you to know all about their knowledge of the Greek tragedies and dark-coloured birds. So it was nice to get hold of the simply written *Little Book of Common Sense Investing*...Its author, John Bogle, is no simpleton. He built Vanguard into a huge fund manager...He is synonymous with index funds in the US. Vanguard's S&P 500 tracker is by far the world's largest mutual fund."—Stephen Cranston, *Investor's Notebook* (Jan 23, 2013)

From the Inside Flap

Investing is all about common sense. Owning a diversified portfolio of stocks and holding it for the long term is a winner's game. Trying to beat the stock market is theoretically a zero-sum game (for every winner, there must be a loser), and after the substantial costs of investing are deducted, it becomes a loser's game. Common sense tells us—and history confirms—that the simplest and most efficient investment strategy is to buy and hold all of the nation's publicly held businesses at very low cost. The classic index fund that owns this market portfolio is the only investment that guarantees you with your fair share of stock market returns.

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From the Back Cover

## **Praise for *The Little Book of Common Sense Investing***

"A low-cost index fund is the most sensible equity investment for the greatmajority of investors. My mentor, Ben Graham, took this position manyyears ago, and everything I have seen since convinces me of its truth.In this book, Jack Bogle tells you why."

—Warren E. Buffett, Chairman, Berkshire Hathaway Inc.

"John Bogle is living a useful life, and this book is a useful contribution to hisfellow citizens. It is dangerous for investors to believe a lot of nonsense,and the nonsense destroyers are particularly helpful when, like Bogle,they never tire in their animosity toward folly."

—Charles T. Munger, Vice Chairman, Berkshire Hathaway Inc.

"Whether you know it or not, Wall Street wants to steal your future.If you want to stop them, drop everything, read this marvelous little book,and take it to heart; your children, and their children's children, will thank you."

—William Bernstein, investment adviser and author, *The Four Pillars of Investing*

## **Users Review**

### **From reader reviews:**

#### **Helen Henson:**

Book is to be different per grade. Book for children right up until adult are different content. As you may know that book is very important for all of us. The book *The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns* (Little Books. Big Profits) seemed to be making you to know about other expertise and of course you can take more information. It doesn't matter what advantages for you. The reserve *The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns* (Little Books. Big Profits) is not only giving you more new information but also for being your friend when you really feel bored. You can spend your own spend time to read your book. Try to make relationship using the book *The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns* (Little Books. Big Profits). You never experience lose out for everything if you read some books.

#### **Sheldon McLean:**

Spent a free time for you to be fun activity to do! A lot of people spent their sparetime with their family, or all their friends. Usually they accomplishing activity like watching television, planning to beach, or picnic from the park. They actually doing same thing every week. Do you feel it? Do you wish to something different to fill your own free time/ holiday? Could be reading a book could be option to fill your free time/ holiday. The first thing that you'll ask may be what kinds of book that you should read. If you want to attempt look for book, may be the reserve untitled *The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns* (Little Books. Big Profits) can be fine book to read. May be it might be best activity to you.

**Justin Fernandez:**

The book *The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns* (Little Books. Big Profits) has a lot of information on it. So when you make sure to read this book you can get a lot of help. The book was published by the very famous author. The writer makes some research previous to write this book. This book very easy to read you will get the point easily after reading this article book.

**Norbert Walling:**

Do you really one of the book lovers? If so, do you ever feeling doubt if you find yourself in the book store? Make an effort to pick one book that you find out the inside because don't evaluate book by its cover may doesn't work this is difficult job because you are scared that the inside maybe not since fantastic as in the outside look likes. Maybe you answer might be *The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns* (Little Books. Big Profits) why because the amazing cover that make you consider concerning the content will not disappoint a person. The inside or content is definitely fantastic as the outside or perhaps cover. Your reading 6th sense will directly show you to pick up this book.

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