



## Bogle On Mutual Funds: New Perspectives For The Intelligent Investor (Wiley Investment Classics)

By John C. Bogle

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**The seminal work on mutual funds investing is now a Wiley Investment Classic**

Certain books have redefined the way we view the world of finance and investing—books that should be on every investor's shelf. *Bogle On Mutual Funds*—the definitive work on mutual fund investing by one of finance's great luminaries—is just such a work, and has been added to the catalog of Wiley's Investment Classic collection. Updated with a new introduction by expert John Bogle, this comprehensive book provides investors with the wisdom of the pioneer of mutual funds to help you identify and execute the ideal mutual fund investment choices for your portfolio.

The former Vanguard Chief Executive, Bogle has long been mutual funds' most outspoken critic; in this classic book, he provides guidance on what you should and shouldn't believe when it comes to mutual funds, along with the story of persistence and perseverance that led to this seminal work. You'll learn the differences between common stock, bond, money market, and balanced funds, and why a passively managed "index" fund is a smarter investment than a fund managed by someone making weighted bets on individual securities, sectors, and the economy. Bogle reveals the truth behind the advertising, the mediocre performance, and selfishness, and highlights the common mistakes many investors make.

- Consider the risks and rewards of investing in mutual funds
- Learn how to choose between the four basic types of funds
- Choose the lower-cost, more reliable investment structure
- See through misleading advertising, and watch out for pitfalls

Take a look into this timeless classic and let *Bogle On Mutual Funds* show you how to invest in mutual funds the right way, with the expert perspective of an industry leader.

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### **By John C. Bogle Bibliography**

- Sales Rank: #24090 in Books
- Published on: 2015-04-27
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.22" w x 6.30" l, .0 pounds
- Binding: Hardcover
- 368 pages

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### Editorial Review

#### Review

"No investor can be called "intelligent" who doesn't understand the principles Bogle articulates in this book. The investor may still decide to try his hand at outperforming the market, but he should know what he's up against." – Investing.com

#### From the Publisher

John C. Bogle, founder of the Vanguard Group of Investment Companies, has built a \$100 billion mutual fund company on principles of candor, fairness, and low cost. The most outspoken critic of the mutual fund industry, Bogle speaks to the serious mutual fund investor, both novice and seasoned, in this straightforward assessment of an industry Bogle himself helped revolutionize. Here he offers the essential principles of canny mutual fund investing, as well as caveats to protect the investor. Readers will learn how to: Ask three critical questions before investing. Evaluate risk tolerance and design a portfolio to meet current financial objectives. Develop a diversified portfolio of equity funds, bonds, and money market funds that will weather the market's short term variations. Apply Bogle's eight model portfolios to achieve their own financial goals. Always find themselves in a winning money market fund. Protect themselves from inflation. Use index funds to effectively balance risk/return. Anyone who is serious about mutual funds can apply the dynamic investment principles of *Bogle On Mutual Funds* to establish a winning, long-term investment portfolio.

"Bogle is rattling the status quo among the mutual fund titans." -- *Fortune*

#### From the Inside Flap

John Bogle—investment giant and founder of the Vanguard Group of mutual funds—offers a hands-on guide for creating a long-term investment program that can be tailored to any investor's financial goals. Written in down-to-earth terms for investors at any level, *Bogle on Mutual Funds: New Perspectives for the Intelligent Investor* explores the rewards of investing, the inherent investment risks, and the pitfalls to avoid. Drawing on his years of investment wisdom and success, Bogle outlines the time-tested principles and practicalities of investing through mutual funds.

At the heart of Bogle's analysis are three "New Perspectives" on key investment issues. When the first edition of *Bogle on Mutual Funds* was published in 1993, these topics had not been given much attention in financial literature. Today, however, these ideas are firmly in the mainstream of investing's conventional wisdom. Those three new perspectives—index funds, mutual fund costs, and taxes and mutual funds—remain critically important topics for mutual fund investors to consider. Bogle shows the way to intelligently navigate these issues in order to maximize your chances for investment success.

Bogle's approach to mutual fund investing offers an effective method for developing a broadly diversified investment program. Step by step, he shows how to develop a long-term and strategic investing approach that balances the myriad market risks and shows how to manage the bumps along the volatile road of the marketplace. With Bogle on your side, you can learn how to spot excessive fees, reduce taxes, steer clear of overblown advertising claims, and ultimately create a portfolio that will meet your own financial objectives.

*Bogle on Mutual Funds* gives investors the keys to adopting an effective asset allocation strategy, selecting appropriate mutual funds, and employing the savvy use of index funds. Fundamental to the Bogle approach is an understanding of the role of the many costs of investing, including advisory fees, operating expenses,

and sales charges. Return, risk, and cost are the three legs of Bogle's eternal triangle of investing.

John Bogle has built his acclaimed mutual fund company on the fundamental principles of candor, fairness, and low cost. *Bogle on Mutual Funds: New Perspectives for the Intelligent Investor*, his first book, has become a classic. The framework it presents for creating an investment portfolio is well grounded in Bogle's fact-founded wisdom and guiding principles, proven over and over again during the near-quarter-century since its first publication in 1993.

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