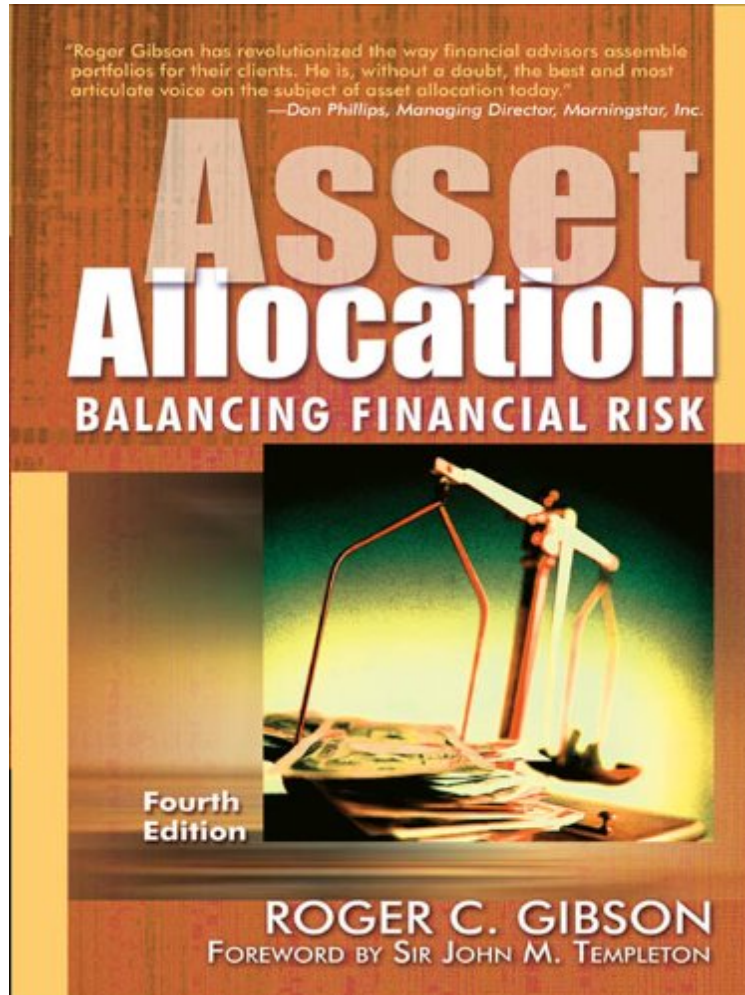


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## Asset Allocation, 4th Ed

Roger C. Gibson

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**Roger C. Gibson : Asset Allocation, 4th Ed** before purchasing it in order to gage whether or not it would be worth my time, and all praised Asset Allocation, 4th Ed:

1 of 1 people found the following review helpful. You do want to be your own investment adviser, right?By BertilakMany popular investment books give advice on asset allocation, perhaps THE key aspect of successful investing. While most of that advice seems reasonable, the books do not all agree with each other. This is understandable because authors make different assumptions about the typical investor's situation, or perhaps address a few different representative investor situations.If you know about asset allocation, asset classes, diversification, indexing, correlation, market capitalization, and other related investment concepts, Gibson's book may surprise you with how much more there is to know, and I don't simply mean more facts or the latest trends, but instead more and deeper understanding of the basic concepts. It will make good reference material to help you evaluate any advice you get elsewhere.Gibson's book goes pretty deep into the theoretical, mathematical, and historical underpinnings of all the

concepts that are more lightly covered (or skipped) in most popular investment books. It gives you the skill to establish an appropriate asset allocation instead of laying out a few for you to pick from. The book seems to be mostly aimed at financial advisers to give them the means to educate their clients so the clients can understand the advisers' advice -- and to help the advisers give good advice! I think Gibson does an excellent job of presenting this difficult material in an organized and understandable way. After all, he is trying to teach the teachers! Even so, it requires careful study to get through since the subject matter is non-trivial. I am somewhat surprised at how few reviews there are for this book. Perhaps this is because it is written for professionals rather than the general public. But you do want to be your own investment adviser, right? If so, this is the book for you. If you plan to consult with an investment adviser I recommend you read this book before hearing any of the adviser's advice. You will be well prepared to ask good questions and to understand the answers. So I guess this book is for you even if you DON'T plan to be your own adviser! 0 of 0 people found the following review helpful. Five Stars By DavyWell written. I believed it enough to put my entire assets in the manner discussed in the book. 1 of 1 people found the following review helpful. Pretty good book but I think it focuses too much ... By Tommy Pretty good book but I think it focuses too much on customer issues. I was expecting more insights in different investment situations but those are at least partly left out.

The definitive guidebook for successful long-term investing The third edition of Roger C. Gibson's *Asset Allocation: Balancing Financial Risk* was released in 2000 on the heels of the biggest bull market in a century and amidst talk of a new economy. The bear market that followed was the worst since 1973-1974 and resulted in the destruction of roughly half of the stock market's value. Through it all, Roger Gibson's advice to investors remained the same. Gibson once again offers techniques to design all-weather portfolios that improve long-term performance, while mitigating overall risks through widely varying market environments. Grounded in the principles of modern portfolio theory, this fourth edition of his investing classic explains how and why asset allocation works. Gibson demonstrates how adding new asset classes to a portfolio improves its risk-adjusted returns and how strategic asset allocation uses, rather than fights, the forces of capital markets to achieve investment success. Gibson also addresses the practical side of investing, advocating an approach based on a disciplined execution of the fundamentals--the most important things that investment professionals and lay investors need to focus on to achieve their financial goals. With more than two decades of experience managing clients' portfolios and expectations, he underscores the importance of identifying and working through the emotional and psychological traps that can impede investment success. In this new edition, Gibson offers his proven guidance on multiple-asset-class investing with updated exhibits and research. New topics include: A review of the 2000-2002 stock bear market in the context of bull and bear markets over the last 100 years An expanded discussion of the dangers of market timing Non-traditional asset classes such as real estate securities, commodity-linked securities, and TIPS in a diversified portfolio The challenges of "frame-of-reference" risk--the most significant danger confronting the multiple-asset-class investor The role of Monte Carlo simulation in retirement planning

About the Author Roger C. Gibson, CFA, CFP, is Chief Investment Officer of Gibson Capital Management, Ltd. ([www.gibsoncapital.com](http://www.gibsoncapital.com)), which advises high net worth individuals and institutional clients nationwide. An internationally recognized expert in asset allocation and investment portfolio design, Gibson speaks at conferences for financial professionals around the world and is quoted frequently in national media. He lives with his wife and business partner, Brenda, in a pre-Civil War farmhouse north of Pittsburgh, Pennsylvania.