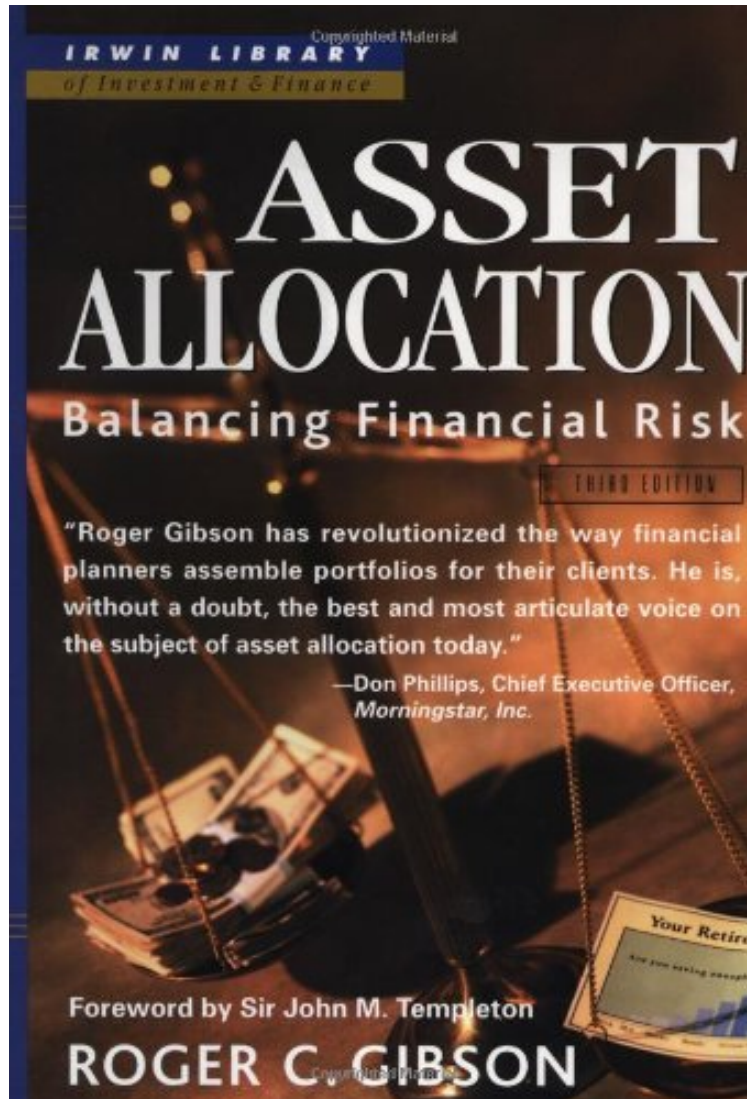


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Roger C. Gibson

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before purchasing it in order to gage whether or not it would be worth my time, and all praised Asset Allocation: Balancing Financial Risk (McGraw-Hill Library of Investment Finance):

1 of 1 people found the following review helpful. Great book for the seriously inquisitive investorBy Leigh HenryThis book is full of graphs and data to really explain the parameters and choices involved in choosing one's best asset allocation.This book is on William Bernstein's recommended reading list and, as he says, covers much of the same

material as his "The Intelligent Asset Allocator". I may have found Bernstein more readable, with an occasional bit of humor, while Gibson seems to be all business, going into more depth. Gibson's treatment of the degree of diversification (Bernstein's tracking error) was quite enlightening. With three degrees of desired diversification, and three degrees of desired return/volatility, Gibson generates nine sample (and apparently recommended) portfolios as reasonable examples. (In effect, for the price of this book, one gets detailed investment advice, while at the same time probably being the best money can buy anywhere.) If you are looking for real answers about investing and asset allocation and can appreciate the value of detailed tables and graphs, this book is for you. 60 of 64 people found the following review helpful. Good jumping off point. By Gerard Guillemette I found this book very useful. I've been trying to find an intelligent investing style. Read things like "The Intelligent Investor" by Graham and "A Random Walk Down Wall St." by Malkiel and found them dry and somewhat inaccessible. I much preferred Evans and Malkiel's "Earn More (Sleep Better) : The Index Fund Solution" (cheesy title) and Bernstein's "The Intelligent Asset Allocator". Both small and intelligible books. The only problem is they seemed to state the solution to a problem I didn't know. That's where Gibson's "Asset Allocation" I think fits in. It describes what the problem is when trying to invest well. He makes very good arguments on what you can expect and what you'll have to understand. Things that Bernstein and Malkiel go into more depth but Gibson gives you the big picture. I started looking for the solution to a problem and found that the last piece I need was to know what the problem was. Gibson's book reads fast and it is interesting. It's well illustrated and is a great jump off point to all sort of other books. 2 of 2 people found the following review helpful. Asset Allocation: Balancing Financial Risk By echievements If there's a wiser and smarter book on asset allocation, it has not been published. Gibson's emphasis on asset allocation, awareness of an investor's perceptions, goals, and risk tolerance gives a reader cogent guidance.

Financial experts agree: Asset allocation is the key strategies for maintaining a consistent yet superior rate of investment return. Now, Roger Gibson's Asset Allocation - the bestselling reference book on this popular subject for a decade has been updated to keep pace with the latest developments and findings. This Third Edition provides step-by-step strategies for implementing asset allocation in a high return/low risk portfolio, educating financial planning clients on the solid logic behind asset allocation, and more.

From the Back Cover Asset Allocation Balancing Financial Risk Third Edition Roger C. Gibson Winner ndash; Dow Jones Portfolio Management Award Professional Praise for Roger Gibson's Classic High-Return, Low-Risk Investing Classic hellip; "Not long ago most families invested little in stocks, even though they have provided superior returns in the long run. Recently, many of these families have plunged significant portions of their savings into narrow sectors of the market. Roger Gibson presents individual investors (and their investment advisors) with a balanced, professional view of the investment process which will much better serve an individual's or family's investment needs." mdash; Harry M. Markowitz, The "Father" of Modern Portfolio Theory, 1990 Nobel Prize Winner, Economic Sciences "[Gibson's book] should be of enormous benefit to the investor seeking the proper decision-making process. I congratulate [him] for treating the asset allocation subject in such depth and bringing this issue mdash; which is the critical investment issue for all investors mdash; to the forefront. It is the best overall piece of work I've seen." mdash; Gary P. Brinson, CFA, President and Managing Partner, Brinson Partners, Inc. Past Chairman, The Institute of Chartered Financial Analysts "The author balances a solid, understandable, and logical grasp of investment knowledge with an obvious input of practical experience. If all investment advisors would read and understand this book, clients would be far better off." -- Darwin M. Bayston, CFA, President, Bayston Capital Management, Inc. Past President and Chief Executive Officer, The Association for Investment Management Research Asset Allocation Balancing Financial Risk Third Edition Roger C. Gibson "Asset allocation empowers the individual investor hellip;" mdash; Roger C. Gibson As financial commentators fill the airwaves with warnings and advice, and coworkers gather around computer screens to track hot stocks, investors find it increasingly difficult to stick with proven, orderly investment strategies. But in the updated third edition of his classic Asset Allocation, Roger Gibson reminds us that choosing a sensible, proven asset allocation strategy mdash; concerned more with the optimal mix of investment classes than with today's hot stock picks mdash; is exactly what investors must do to remain sane and successful... And then he shows us how to do it. Asset Allocation dispenses with luck, market timing, and other "Buy low, sell high" sleights of hand to outline sensible decisions that all investors can make on their own. Less concerned with how investments perform individually than how they perform as a group, it explains how to assemble a long-term portfolio that will actually outperform its parts mdash; while minimizing overall risks mdash; no matter what the market environment. This all-in-one template for successful long-term investing includes: An easy-to-follow, risk-adjusted model for striking the best portfolio balance between equity and fixed-income securities Rewards of Multiple-Asset-Class Investing mdash; a new chapter that proves why, over time, diversification is still the only sensible alternative Managing Client Expectations mdash; Guidelines to help clients ignore short-term fears mdash; and hold to long-term investment strategies Classic lessons of modern portfolio theory placed into the framework of today's tumultuous marketplace Performance tables, charts, figures, and more mdash; completely updated from the best-selling second

edition Overriding principles of successful and low-pressure investing are relatively few, and easy to understand. What becomes difficult is to stick to these principles, remind oneself that both bull and bear markets are historically inevitable, and design a long-term portfolio strategy that—once the day traders and market timers have pulled out to tally their defeats—provides day-to-day peace of mind and lifetime financial security. Asset Allocation learns from history instead of ignoring it. This updated third edition remains today's most valuable resource for understanding and applying historically tested asset allocation principles, and designing an investment strategy that shifts the focus from short-term tips and blips to long-term needs and results.

About the Author Roger Gibson, CFA, CFP, is a nationally recognized expert in asset allocations and investment portfolio design. The president of Gibson Capital Management, a leading provider of money management services for high net worth individuals, he was named by both Money and Worth as one of America's top financial advisors. Gibson is a member of the editorial board of the Journal of Financial Planning and is frequently interviewed by publications including The Wall Street Journal, Forbes, Money, Fortune, The New York Times, and U.S. News and World Report. He is also codirector and founder of the Center for Fiduciary Studies, a research and training organization that operates in association with the Katz Graduate School of Business at the University of Pittsburgh.

About the Author Roger Gibson, Chartered Financial Analyst (CFA) and Certified Financial Planner (CFP) is President of Gibson Capital Management, Ltd. located in Pittsburgh, Pennsylvania. The firm is a Registered Investment Adviser providing money management services for high net worth individuals and institutional clients nationwide. Gibson is internationally recognized as an expert in asset allocation and investment portfolio design. He is a frequent speaker at national educational conferences sponsored by such organizations as the American Law Institute-American Bar Association, The American Institute of Certified Public Accountants, The International Association for Financial Planning, the Institute of Certified Financial Planners, and the National Endowment for Financial Education. He also serves on the Advisory Board and is a regular columnist on asset allocation for the Journal of Retirement Planning and is a member of the Editorial Advisory Board of the Journal of Financial Planning. He is frequently interviewed by financial publications, including The Wall Street Journal, Forbes, Money, Fortune, The New York Times, and U.S. News and World Report.