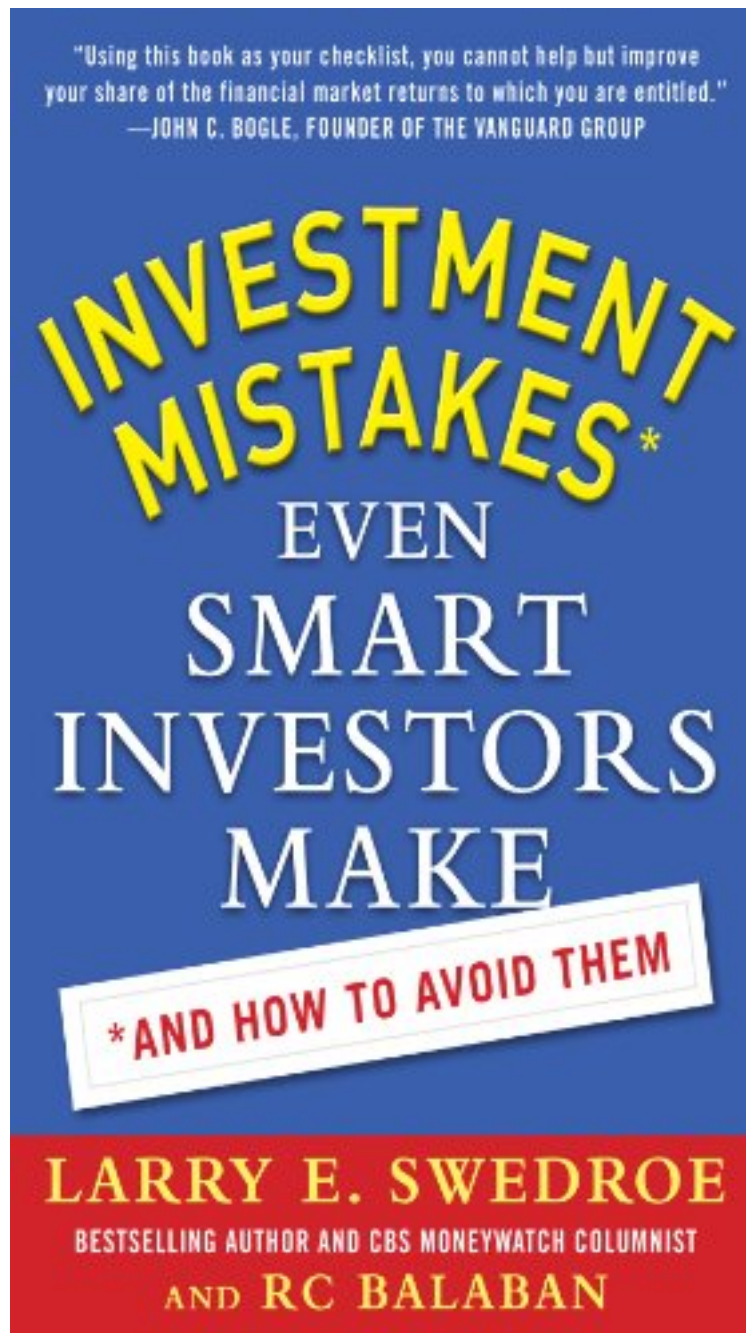


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1 of 1 people found the following review helpful. Interesting and informative. By B. Walker I found this book to be interesting and informative. At this time, I'm not sure I buy into everything the writers are saying. When they quote statistics, they seem to cherry pick time periods which fit the point they're trying to make, instead of consistently using the same long time horizon. Also, the book only focuses on equities. I wish the book talked about bond investing. However, the book has me thinking a lot and I will continue to read more on the subject.

4 of 4 people found the following review helpful. Verification. By Ron Santarpio This book is for both the new investor or the "experienced" investor. Note that "Experienced" is in quotations. One of the pitfalls of investing is that we have a tendency to think we are smarter and wiser than we actually are. This is a reality check. Just when you think you know what you're doing, this book takes you through the pitfalls and causes you to stop and think about what you are doing. I would recommend it to anyone who is investing in the market. Read it even if you have a financial advisor. Remember...if advisors were as smart as they think they are, they'd be billionaires. It will save you far more money than the cost of the book.

CBS MoneyWatch columnist Larry Swedroe's bedrock principles for investing success *Investment Mistakes Even Smart Investors Make and How to Avoid Them* helps anyone from the novice investor to the professional money manager become a more informed investor and ignore the kind of pervasive "conventional wisdom" that so often leads to financial loss. Swedroe describes how behavioral mistakes and overconfidence can lead you to stray from proven investment principles, and he explains how to reverse these temptations and make the right investing decisions when it counts most. Larry Swedroe is Principal and Director of Research at Buckingham Asset Management. He writes the popular blog "Wise Investing" at CBS MoneyWatch.com.