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By Andrew L Berkin, Larry E Swedroe



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There are hundreds of exhibits in the investment "factor zoo." Which ones are actually worth your time, and your money?

Andrew L. Berkin and Larry E. Swedroe, co-authors of *The Incredible Shrinking Alpha*, bring you a thorough yet still jargon-free and accessible guide to applying one of today's most valuable quantitative, evidence-based approaches to outperforming the market: factor investing. Designed for savvy investors and professional advisors alike, *Your Complete Guide to Factor-Based Investing: The Way Smart Money Invests Today* takes you on a journey through the land of academic research and an extensive review of its 50-year quest to uncover the secret of successful investing.

Along the way, Berkin and Swedroe cite and distill more than 100 academic papers on finance and introduce five unique criteria that a factor (at its most basic, a characteristic or set of characteristics common among a broad set of securities) must meet to be considered worthy of your investment. In addition to providing explanatory power to portfolio returns and delivering a premium, Swedroe and Berkin argue a factor should be persistent, pervasive, robust, investable and intuitive.

By the end, you'll have learned that, within the entire "factor zoo," only certain exhibits are worth visiting and only a handful of factors are required to invest in the same manner that made Warren Buffett a legend.

Your Complete Guide to Factor-Based Investing: The Way Smart Money Invests Today offers an in-depth look at the evidence practitioners use to build portfolios and how you as an investor can benefit from that knowledge, rendering it an essential resource for making the informed and prudent investment decisions necessary to help secure your financial future.



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Editorial Review

About the Author

Andrew L. Berkin, Ph.D., is director of research for Bridgeway Capital Management, which offers expertly designed investment building blocks for select institutions and advisors. He earned a doctoral degree in physics from the University of Texas and received his bachelor's degree with honors in physics from the California Institute of Technology. Andrew has published numerous research articles in physics, computer science, and investing and serves on the editorial board of the Financial Analysts Journal. He co-authored "The Incredible Shrinking Alpha: And What You Can Do to Escape Its Clutches" with Larry E. Swedroe.

Larry E. Swedroe is director of research for Buckingham and The BAM ALLIANCE. He holds an MBA in finance and investment from New York University and a bachelor's degree in finance from Baruch College. Larry was among the first authors to publish a book that explained the science of investing in layman's terms, "The Only Guide to a Winning Investment Strategy You'll Ever Need." He has since authored seven more books and co-authored seven other books, including "The Incredible Shrinking Alpha: And What You Can Do to Escape Its Clutches" with Andrew L. Berkin. Larry is a prolific writer and contributes to multiple national outlets, including ETF.com.

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