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The Elements of Investing

By Burton G. Malkiel, Charles D. Ellis



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A timeless, easy-to-read guide on life-long investment principles that can help *any* investor succeed

The Elements of Investing has a single-minded goal: to teach the principles of investing in the same pared-to-bone manner that Professor William Strunk Jr. once taught composition to students at Harvard, using his classic little book, *The Elements of Style*. With great daring, Ellis and Malkiel imagined their own Little Red Schoolhouse course in investing for every investor around the world-and then penned this book.

The Elements of Investing hacks away at all the overtrading and over thinking so predominant in the hyperactive thought patterns of the average investor. Malkiel and Ellis offer investors a set of simple but powerful thoughts on how to challenge Mr. Market at his own game, and win by not losing. All the need-to-know rules and investment principles can be found here.

- Contains sound investment advice and simple principles of investing from two of the most respected individuals in the investment world
- Burton G. Malkiel is the bestselling author of *A Random Walk Down Wall Street* and Charles D. Ellis is the bestselling author of *Winning the Loser's Game*
- Shows how to deal with an investor's own worst enemies: fear and greed

A disciplined approach to investing, complemented by conviction, is all you need to succeed. This timely guide will help you develop these skills and make the most of your time in today's market.



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The Elements of Investing By Burton G. Malkiel, Charles D. Ellis Bibliography

- Sales Rank: #585538 in Books
- Published on: 2009-12-14
- Original language: English
- Number of items: 1
- Dimensions: 6.93" h x .76" w x 5.37" l, .55 pounds
- Binding: Hardcover
- 176 pages

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Editorial Review

From the Inside Flap

In his classic book *The Elements of Style*, Professor William Strunk Jr. whittled down the art of powerful writing to a few basic rules. Forty years later, E.B. White initiated a revision, and thus *The Elements of Style* became known as *Strunk & White*. Following this same format, authors Charles Ellis and Burton Malkiel, two of the investment world's greatest thinkers, have combined their talents to produce *The Elements of Investing*—a short, straight-talking book about investing and saving that will put you on a path towards a lifetime of financial success.

The Elements of Investing lays to rest the popular shibboleths that undergird the hyperactive trading of the average investor. In it, Malkiel and Ellis skillfully focus their message to address the essentials and offer a set of simple, but powerful thoughts on how to avoid Mr. Market and his "loser's game," and instead enjoy the "winner's game" approach to investing.

All the investment rules and principles you need to know are here—with clear advice on how to follow them. In just two hours of reading time, you will learn all you need to know to be truly successful in investing. Divided into five essential elements of investing, this little book packs a big message that can help secure your financial future all the way through retirement. Topics touched upon include:

- Diversifying broadly over different types of securities with low-cost "total market" index funds and different asset types—and why this is important
- Focusing on the long term instead of following market fluctuations that are likely to lead to costly investing mistakes
- Using employer-sponsored plans to supercharge your savings and minimize your taxes
- And much, much more

A disciplined approach to investing, complemented by understanding, is all you need to enjoy success. This practical guide explains what you really need to know and puts you on the right course for long-term success through all kinds of markets.

From the Back Cover

Praise for *The Elements Of Investing*

"These noted authors have distilled all you need to know about investing into a very small package. The best time to read this book is when you turn eighteen (or maybe thirteen) and every year thereafter."

—**Harry Markowitz**, Nobel Laureate in Economics 1990

"Struggling to find money to save? Befuddled by the bewildering array of investment choices? As you venture into the financial markets for the first time, it's helpful to have a trusted guide—and, in Charley Ellis and Burt Malkiel, you have two of the finest."

—**Jonathan Clements**, author of *The Little Book of Main Street Money*

"No one knows more about investing than Charley Ellis and Burt Malkiel and no one has written a better investment guide. These are the best basic rules of investing by two of the world's greatest financial thinkers."

—**Consuelo Mack**, Anchor and Managing Editor, *Consuelo Mack WealthTrack*

About the Author

Burton G. Malkiel is the Chemical Bank Chairman's Professor of Economics at Princeton University and the author of the bestselling *A Random Walk Down Wall Street*. Malkiel has served on the President's Council of Economic Advisers, as Dean of the Yale School of Management, as Chair of Princeton's Economics Department, and as a director of major corporations.

Charles D. Ellis is a consultant to large public and private institutional investors. He was for three decades managing partner of Greenwich Associates, the international business strategy consulting firm. He serves as Chair of Whitehead Institute and as a director of Vanguard and the Robert Wood Johnson Foundation. He has taught investing at both Harvard and Yale and is the author of 15 books, including the bestselling *Winning the Loser's Game*.

Users Review

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Georgianna Menendez:

This The Elements of Investing book is not really ordinary book, you have after that it the world is in your hands. The benefit you have by reading this book is actually information inside this guide incredible fresh, you will get facts which is getting deeper a person read a lot of information you will get. This particular The Elements of Investing without we realize teach the one who reading it become critical in pondering and analyzing. Don't be worry The Elements of Investing can bring if you are and not make your tote space or bookshelves' turn into full because you can have it with your lovely laptop even cellphone. This The Elements of Investing having good arrangement in word and also layout, so you will not sense uninterested in reading.

Michael Kruger:

People live in this new day time of lifestyle always try to and must have the spare time or they will get large amount of stress from both everyday life and work. So , whenever we ask do people have spare time, we will say absolutely yes. People is human not really a robot. Then we consult again, what kind of activity are you experiencing when the spare time coming to you of course your answer can unlimited right. Then do you ever try this one, reading books. It can be your alternative inside spending your spare time, the actual book you have read is The Elements of Investing.

Michael Due:

Reading can called mind hangout, why? Because when you are reading a book mainly book entitled The Elements of Investing your brain will drift away trough every dimension, wandering in every single aspect that maybe unknown for but surely might be your mind friends. Imaging just about every word written in a book then become one web form conclusion and explanation that will maybe you never get before. The The Elements of Investing giving you an additional experience more than blown away your mind but also giving you useful facts for your better life on this era. So now let us teach you the relaxing pattern the following is

your body and mind will likely be pleased when you are finished examining it, like winning a sport. Do you want to try this extraordinary investing spare time activity?

Mary Alejandro:

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