



## Common Sense on Mutual Funds: Fully Updated 10th Anniversary Edition

By John C. Bogle

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#### John C. Bogle shares his extensive insights on investing in mutual funds

Since the first edition of *Common Sense on Mutual Funds* was published in 1999, much has changed, and no one is more aware of this than mutual fund pioneer John Bogle. Now, in this completely updated *Second Edition*, Bogle returns to take another critical look at the mutual fund industry and help investors navigate their way through the staggering array of investment alternatives that are available to them.

Written in a straightforward and accessible style, this reliable resource examines the fundamentals of mutual fund investing in today's turbulent market environment and offers timeless advice in building an investment portfolio. Along the way, Bogle shows you how simplicity and common sense invariably trump costly complexity, and how a low cost, broadly diversified portfolio is virtually assured of outperforming the vast majority of Wall Street professionals over the long-term.

- Written by respected mutual fund industry legend John C. Bogle
- Discusses the timeless fundamentals of investing that apply in any type of market
- Reflects on the structural and regulatory changes in the mutual fund industry
- Other titles by Bogle: *The Little Book of Common Sense Investing* and *Enough*.

Securing your financial future has never seemed more difficult, but you'll be a better investor for having read the *Second Edition* of *Common Sense on Mutual Funds*.

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### Editorial Review

From Publishers Weekly

Not that many years ago, an average bookstore might have had two or three books on mutual funds filed away in the business section. Today, as the number of Americans who invest in mutual funds continues to grow, such books take up several aisles in a section of their own. There are guides for data junkies and mathphobes, books that tell how to make a killing and books that tell how to avoid the coming disaster. A few classics stand above the clutter. Bogle on Mutual Funds is one of them. Now the same author has added another. While the first book aimed at educating beginners, the new one seeks to persuade experienced investors to discard received wisdom that isn't so wise after all. While no 450-page work on mutual funds with lots of charts can be considered fun summer reading, the book is always informative and the writing never worse than painless and sometimes quite lively. Bogle speaks with a rare authority. On one hand, he is the founder of Vanguard mutual funds, the second-largest mutual fund company in the world. So he knows the business from the ground up. On the other hand, Vanguard has always been famous for running the lowest-cost mutual funds, funds that eschew loads, engage in sensible strategies and return all profit to the investors. So Bogle is also a leading consumer advocate. That rare combination, mixed with years of serious research and a dash of style, makes Bogle an unparalleled guide to the world of mutual funds. Money Book Club alternate.

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From the Inside Flap

John Bogle—founder of the Vanguard Mutual Fund Group and creator of the first index mutual fund—is an industry pioneer. Over the years, he has single-handedly transformed the mutual fund business, and today, his vision continues to inspire investors.

It has been over a decade since the original edition of *Common Sense on Mutual Funds* was first published. While much has changed during this time, the importance of investing and the issues addressed in the original edition of this book have not. Now, in the *Fully Updated 10th Anniversary Edition of Common Sense on Mutual Funds*, Bogle returns to update his in-depth look at mutual funds and the business of investing—helping you navigate through the staggering array of investment options found in today's evolving investment landscape.

Timely and timeless, this important book examines the fundamentals of mutual fund investing in turbulent market environments and offers valuable guidance for building an investment portfolio. Along the way, Bogle shows you that simplicity and common sense still trump costly complexity, and that a low cost, broadly diversified portfolio continues to be the best way to build wealth at the lowest cost and risk—and will almost always outperform more expensive, actively managed mutual funds.

Throughout these pages, Bogle skillfully presents a platform for intelligent investing as he analyzes costs, exposes tax inefficiencies, and warns of the mutual fund industry's conflicting interests. Emphasizing long-term investing and asset allocation, Bogle offers sensible solutions to the fund selection process and reveals what it will take to make it in today's chaotic market. Updated charts, which also show original data, as well as new commentary and analysis provide timely guidance in light of recent changes in investment vehicles and market performance.

Securing your financial future has never seemed more difficult, but after reading this revised and updated

edition of *Common Sense on Mutual Funds*, you will become a better investor. From stock and bond funds to global investing and index funds, this book will help you regain your financial footing and make more informed investment decisions.

#### Amazon.com Review

Invoking the words and spirit of Thomas Paine, investor-turned-historian John Bogle concedes that his ideas for revamping the mutual-fund industry are perhaps "not yet sufficiently fashionable to procure them general favor." But despite likening the "ills and injustices suffered by mutual fund investors" to those "our forebears suffered under English tyranny," Bogle--founder of the Vanguard Group--makes a strong case for index funds with this exhaustive study of investing.

He begins with primer-like essays on investment strategy, championing mutual funds for their inherent investment value, and then grinding each point home with a bevy of graphs, charts, entertaining anecdotes, and common sense. He repeatedly stresses time as a basic tenet for investing, listing these simple rules: "Time is your friend"; "Impulse is your enemy"; "Stay the course." And then he proceeds to blast fund managers, who have become marketers rather than managers.

The trade-off between the profits that accrue to fund shareholders and the profits that accrue to the fund management companies seems subject to no effective independent watchdog or balance wheel, despite the fact that the shareholders actually own the mutual funds.

It's an interesting concept: smart, reasoned investors can all but secure their financial future, but the system itself, run unchecked by fund managers, needs a major overhaul. And considering the amount of reasoned, historically based support he includes, readers will have a hard time finding fault with the sometimes controversial Bogle. Equal parts instructional and crusade, *Common Sense on Mutual Funds* deserves the attention it's likely to receive. Recommended. --Rob McDonald

#### Users Review

##### From reader reviews:

##### Christopher Arredondo:

The book *Common Sense on Mutual Funds: Fully Updated 10th Anniversary Edition* can give more knowledge and also the precise product information about everything you want. Why must we leave the great thing like a book *Common Sense on Mutual Funds: Fully Updated 10th Anniversary Edition*? A number of you have a different opinion about guide. But one aim in which book can give many information for us. It is absolutely right. Right now, try to closer using your book. Knowledge or information that you take for that, you could give for each other; you may share all of these. Book *Common Sense on Mutual Funds: Fully Updated 10th Anniversary Edition* has simple shape but the truth is know: it has great and massive function for you. You can search the enormous world by open and read a publication. So it is very wonderful.

##### Beth Ritchey:

The e-book with title *Common Sense on Mutual Funds: Fully Updated 10th Anniversary Edition* contains a lot of information that you can learn it. You can get a lot of advantage after read this book. This particular book exist new understanding the information that exist in this book represented the condition of the world

currently. That is important to you to know how the improvement of the world. That book will bring you with new era of the globalization. You can read the e-book on the smart phone, so you can read it anywhere you want.

**Cynthia Caron:**

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**Nancy Bowers:**

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