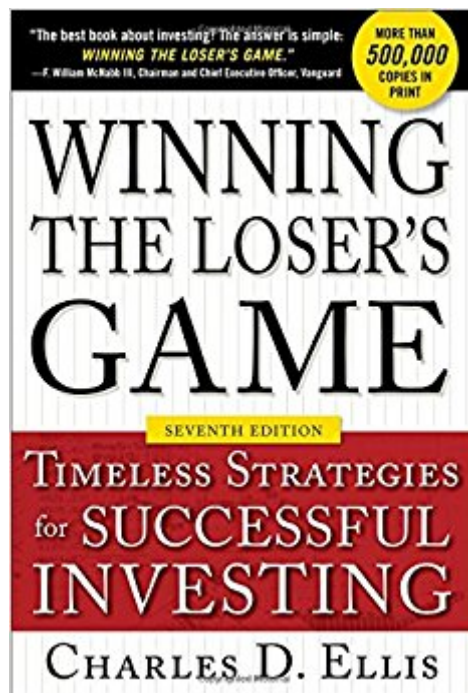




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Winning The Loser's Game, Seventh Edition: Timeless Strategies For Successful Investing



Synopsis

The go-to guide for serious investors seeking long-term success, *Winning the Loser's Game* explains clearly the all-important lessons learned over half a century working with the world's leading investment experts. Called "Wall Street's wisest man" by *Money* magazine, Charles Ellis converts the expertise he has developed as a consultant to the world's largest pension, endowment and sovereign wealth funds and as a teacher at Harvard, Yale and Princeton into candid, pithy, easy to use chapters on how to succeed as an investor. This final edition of this popular book – it has already sold over 500,000 copies – is packed with important up to the minute facts and insights into:

- Why indexing continues to out-perform "active" investing.
- Why fees are much higher than most of us realize.
- How 401(k) plans can and should be modernized.
- Why understanding behavioral economics is so important for all investors.

With *Winning the Loser's Game*, you have everything you need to identify your unique investment objectives, develop a realistic and powerful investment program, and enjoy superior results. In 2 – 3 hours of easy reading, you can have the same informed and candid advice that his clients gladly pay big fees to get from Charles Ellis. You'll also have fun.

Book Information

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"This remarkably insightful and lucidly written investment classic should be required reading for

every serious investor." — Burton G. Malkiel, author of *A Random Walk Down Wall Street*

"This is by far the best book on investment policy and management." — Peter Drucker

"Ellis has written a liberating book about investing. This book will enable you to face your money matters squarely, with intelligence and vision, and help you create a plan that will increase the security and freedom of your later years." — Byron R. Wien, Morgan Stanley

"A must-read. This clearly written book explores concepts essential to both institutional and individual investors. It is not a simplistic 'do-it-yourself' cookbook, but an elegant guide to investment truths and paradoxes." — Abby Joseph Cohen, Stock Market Strategist and Managing Director, Goldman, Sachs & Co.

"Radical in its simplicity. Investors—institutional and otherwise—will find this jolt to their cherished beliefs refreshing." — Adam Smith, author of *Adam Smith's Money World*

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"The first edition of Charley Ellis's great *Winning the Loser's Game* was published in 1985. Each subsequent edition has gotten more comprehensive, and more timely, and his seventh edition is best of all. Read it. Enjoy it. Learn from it." — John C. Bogle, Founder of the Vanguard Group and First Index Mutual Fund

"Ellis has written a liberating book about investing. This book will enable you to face your money matters squarely, with intelligence and vision, and help you create a plan that will increase the security and freedom of your later years." — BYRON R. WIEN, Morgan Stanley

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“No one understands what it takes to be a successful investor better than Charley Ellis and no one explains it more clearly or eloquently. This updated investment classic belongs on every investor’s bookshelf.”
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ANDREW TOBIAS, Author, The Only Investment Guide You’ll Ever Need

CHARLES D. ELLIS advises institutions, wealthy families and governments around the world. Much in demand as a compelling speaker, he chaired the investment committee at Yale University and chairs Whitehead Institute for Biomedical Research. Ellis has taught the advanced investment courses at both Harvard Business School and Yale School of Management, written 17 books and well over 100 articles. Recognized as one of 12 leading contributors to the investment profession, he has chaired the CFA Institute and has served on over a dozen investment committees and as a director of Vanguard.

I’ve done a lot of reading re: Investments. I am trying to spend less time on my investments and get at least the same return. This book really made sense. I loved the analogies which will help my wife to understand "the Market" as well. Now if I can just follow my NEW Investment Philosophy, I’m sure all will go well.

It could have been covered in maybe four chapters if it wasn’t so repetitive. More if it attempted to prove any of the assertions made. I agree with everything written, but this book wouldn’t have convinced me. Maybe previous editions were better written?

Must read book.

Extremely valuable and Clear. Much supporting data. My limited experience supports what he teaches.

A quick read with some good points. Investing 101 level book. If you are new to investing, a worthwhile read.

Waited 6 months for 7th Edition hoping to find new perspectives from Mr. Ellis. Unfortunately, compared to 6th Edition published four years ago- there is no discernible change or revision to content. No wonder the publisher or the reviewers make no comments concerning the "new edition". No comments in Preface, Introduction, Front and Back Cover or the inside flaps!! What is the point of publishing another edition when there is nothing "new" or updated?? Just marketing. Hadn't expected that from McGraw Hill.

Truly one of the best books on successful investing for those who aren't financial experts and who aren't yet wealthy and who aren't day-traders, but who want to be successful long-term investors and to live a comfortable life before and during retirement. It explains why the only real chance that everyday people now have for being successful investors is to use index funds for the majority of their investment money. It shows in easily understood terms how and why the investment world has changed so much over the last 50 years that it is practically impossible even for investors and professional fund managers using high-cost actively-managed funds to beat the market with any extended rate of success. It shows why there is a much higher rate of financial success by using low-cost, passive index funds to closely match the performance of the markets. This book will open your eyes to the truths of present-day investing. I am not a book critic or a financial expert of any kind. I'm just a retired guy who has made many investing mistakes during my life using several financial advisors and as many strategies to try to invest for retirement (not using index funds). Had I read an earlier edition of this book much earlier in my life, I would have been in much better financial shape now. But better late than never.

Along with the works of Graham and Bogle, the book provides the individual investor with the knowledge needed to improve their financial well being and cut through the financial industry's marketing BS.

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