



The Elements of Investing: Easy Lessons for Every Investor

By Burton G. Malkiel, Charles D. Ellis

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An updated look at best rules of investing provided by two of the world's greatest financial thinkers

In the updated edition of *The Elements of Investing*, authors Charles Ellis and Burton Malkiel—two of the world's greatest financial thinkers—have again combined their talents to produce a straight-talking book about investing and saving. Written with every investor in mind, this reliable resource will put you on a path towards a lifetime of financial success.

Page by page, 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" approach to investing. All the investment rules and principles you need to succeed are here—with clear advice on how to follow them.

- Shows you how to focus on the long term instead of following market fluctuations that are likely to lead to costly investing mistakes
- Contains investment insights that can carry you all the way to, and through, retirement
- Written by Burton G. Malkiel, the bestselling author of *A Random Walk Down Wall Street*, and Charles D. Ellis, the bestselling author of *Winning the Loser's Game*

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.

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Editorial Review

From the Inside Flap

Since the original edition of *The Elements of Investing* was published over three years ago, investors have faced difficult economic times along with unprecedeted market volatility. It's not surprising that many investors simply abandoned the stock market. It seemed to be too risky a place for retirement savings, and the situation was too unnerving for most to handle. Moreover, some professionals started to announce the death of "buy and hold" and "diversification" strategies.

Burton Malkiel and Charles Ellis, two of the investment world's greatest thinkers, understand how you could get thoroughly confused by today's markets and the often-conflicting advice that comes with it. That's why they've returned with an *Updated Edition* of *The Elements of Investing*. While staying true to the original edition—and discussing the timeless investing and saving lessons that will put you on a path towards a lifetime of financial success—this book also contains fresh insights found in an additional chapter on rebalancing, which focuses on important issues such as fine-tuning your bond diversification strategy to reflect the realities of today's markets.

Written with every investor in mind, this short, straight-talking book skillfully offers a set of simple, yet 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.

Divided into six essential elements of investing, this little book packs a big message that can help secure your financial future all the way through retirement. Malkiel and Ellis touch on a variety of topics, from focusing on the long term instead of following market fluctuations to using employer-sponsored plans to supercharge your savings and minimize taxes. Along the way, they also address the best friends of any investor: diversification, rebalancing, dollar-cost averaging, and indexing.

The timeless lessons presented in this book are even more relevant in today's volatile markets. If you take the time to learn them, you *will* be able to take control of your financial future.

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 Emeritus 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. For three decades, he was managing partner of Greenwich Associates, the international business strategy consulting firm. He has taught investing at both Harvard and Yale and is the author of fifteen books, including the bestselling *Winning the Loser's Game*.

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Kristen Clifford:

The actual book The Elements of Investing: Easy Lessons for Every Investor has a lot of knowledge on it. So when you make sure to read this book you can get a lot of gain. The book was written by the very famous author. Tom makes some research before write this book. That book very easy to read you can get the point easily after perusing this book.

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