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The university's pioneering portfolio

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management works in theory and in practice. The most important measure of endowment management success concerns the endowment's ability to support Yale's educational mission.

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commit the resources to produce risk-
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Swensen published details of this strategy in his 2000 book, entitled Pioneering Portfolio Management. It was an instant best-seller among professional investors who hoped to

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An indispensable roadmap for creating a successful investment program from Yale's chief investment officer, David F. Swensen. In the years since the now-classic Pioneering Portfolio Management was first published, the global investment landscape has changed dramatically -- but the results

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endowment have remained as
impressive as ever. Year after year,
Yale's portfolio has trumped the
marketplace by a wide margin, and,
with over \$20 billion added to the
endowment under his twenty-three-

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Ethical Daniel G. Swensen
year tenure, Swensen has contributed
more to Yale's finances than anyone
ever has to any university in the
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one among many success stories in
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achievement. In this fully revised and
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the investment process that underpins
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long view produce positive results

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where gimmicks and trend following do not. The original Pioneering Portfolio Management outlined a commonsense template for structuring a well-diversified equity-oriented portfolio.

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University endowment have remained as impressive as ever. Year after year, Yale's portfolio has trumped the marketplace by a wide margin, and, with over \$20 billion added to the endowment under his twenty-three-year tenure, Swensen has contributed more to Yale's finances than anyone

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ever has to any university in the
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the bestselling personal finance guide
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management. Swensen employs an array of vivid real-world examples, many drawn from his own formidable experience, to address critical concepts such as handling risk, selecting advisors, and weathering market pitfalls. Swensen offers clear and incisive advice, especially when

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In his fourteen years as Yale's chief investment officer, David Swensen has revolutionised management of the university's investment portfolio. By relying on non conventional assets, including private equity and venture capital, Swensen has achieved a remarkable annualised return of 16.2

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percent, which has added more than
\$2 billion to Yale's endowment. With
his exceptional performance record
prompting many other institutional
portfolio managers to emulate his
approach, Dr. Swensen has long been
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asset classes - the book provides a
vital source of information for anyone

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frequent "churning" of portfolios, the
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fund management companies harms individual clients. Perhaps most destructive of all are the hidden schemes that limit investor choice and reduce returns, including "pay-to-play" product-placement fees, stale-price trading scams, soft-dollar kickbacks, and 12b-1 distribution charges. Even if

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investors manage to emerge unscathed from an encounter with the profit-seeking mutual-fund industry, individuals face the likelihood of self-inflicted pain. The common practice of selling losers and buying winners (and doing both too often) damages portfolio returns and increases tax

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solution? A contrarian investment
alternative that promotes well-
diversified, equity-oriented, "market-
mimicking" portfolios that reward

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investors who exhibit the courage to stay the course. Swensen suggests implementing his nonconformist proposal with investor-friendly, not-for-profit investment companies such as Vanguard and TIAA-CREF. By avoiding actively managed funds and employing client-oriented mutual-fund

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managers, investors create the
preconditions for investment success.
Bottom line? Unconventional Success
provides the guidance and financial
know-how for improving the personal
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The investment industry is on the cusp

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of a major shift, from Modern Portfolio Theory (MPT) to Behavioral Finance, with Behavioral Portfolio Management (BPM) the next step in this transition.

BPM focuses on how to harness the price distortions that are driven by emotional crowds and use this to create superior portfolios. Once

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Markets and investing are viewed
through the lens of behavior, and
portfolios are constructed on this
basis, investable opportunities become
readily apparent. Mastering your
emotions is critical to the process and
the insights provided by Tom Howard
put investors on the path to achieving

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this. Forty years of Behavioral Science research presents a clear picture of how individuals make decisions; there are few signs of rationality. Indeed, emotional investors sabotage their own efforts in building long-horizon wealth. When this is combined with the misconception that active

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management is unable to generate superior returns, the typical emotional investor leaves hundreds of thousands, if not millions, of dollars on the table during their investment lifetimes. Howard moves on to show how industry practice, with its use of the style grid, standard deviation,

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portfolios. So if an investor masters
their own emotions, they still must
challenge the emotionally-based

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throughout the industry. Tom Howard
explains how to do this. Attention is
then given to measureable and
persistent behavioral factors. These
provide investors with a new source of
information that has the potential to
transform how they think about

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portfolio management and dramatically improve performance. Behavioral factors can be used to select the best stocks, the best active managers, and the best markets in which to invest.

Once the transition to behavioral finance is made, the emotional measures of MPT will quickly be

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forgotten and replaced with rational
concepts that allow investors to
successfully build long-horizon wealth.
If you take portfolio construction
seriously, it is essential that you make
the next step forward towards
Behavioral Portfolio Management.

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We live in an age of serial asset bubbles and spectacular busts.

Economists, policymakers, central bankers and most people in the

financial world have been blindsided by these busts, while investors have lost trillions. Economists argue that

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bubbles can only be spotted after they burst and that market moves are unpredictable. Yet Marathon Asset Management, a London-based investment firm managing over \$50 billion of assets has developed a relatively simple method for identifying and potentially avoiding them: follow

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the money, or rather the trail of investment. Bubbles whether they affect a whole economy or merely a single industry, tend to attract a splurge of capital spending. Excessive investment drives down returns and leads inexorably to a bust. This was the case with both the technology

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Erik David Sorensen

bubble at the turn of the century and the US housing bubble which followed shortly after. More recently, vast sums have been invested in mining and energy. From an investor's perspective, the trick is to avoid investing in sectors, or markets, where investment spending is unduly

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elevated and competition is fierce, and to put one's money to work where capital expenditure is depressed, competitive conditions are more favourable and, as a result, prospective investment returns are higher. This capital cycle strategy encourages investors to eschew the

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simple 'growth' and 'value' dichotomy
and identify firms that can deliver
superior returns either because capital
has been taken out of an industry, or
because the business has strong
barriers to entry (what Warren Buffett
refers to as a 'moat'). Some of
Marathon's most successful

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investments have come from obscure, sometimes niche operations whose businesses are protected from the destructive forces of the capital cycle.

Capital Returns is a comprehensive introduction to the theory and practical implementation of the capital cycle approach to investment. Edited and

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with an introduction by Edward Chancellor, the book brings together 60 of the most insightful reports written between 2002 and 2014 by Marathon portfolio managers. Capital Returns provides key insights into the capital cycle strategy, all supported with real life examples from global brewers to

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the semiconductor industry - showing how this approach can be usefully applied to different industry conditions and how, prior to 2008, it helped protect assets from financial catastrophe. This book will be a welcome reference for serious investors who looking to maximise

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Praise for Don't Count On It! "This collection of Jack Bogle's writings couldn't be more timely. The clarity of his thinking—and his insistence on the relevance of ethical standards—are totally relevant as we strive to rebuild a

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broken financial system. For too many years, his strong voice has been lost amid the cacophony of competing self-interests, misdirected complexity, and unbounded greed. Read, learn, and support Jack's mission to reform the industry that has been his life's work."

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"Jack Bogle has given investors
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particularly his post-crisis guidance, is absolutely essential reading for investors and those who care about the future of our society." □ARTHUR

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men in finance." □NASSIM N.TALEB,

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PhD, author of The Black Swan "Jack Bogle is one of the financial wise men whose experience spans the post-World War II years. This book, encompassing his insights on financial behavior, pitfalls, and remedies, with a special focus on mutual funds, is an essential read. We can only benefit

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from his observations." HENRY KAUFMAN, President, Henry Kaufman & Company, Inc. "It was not an easy sell. The joke at first was that only finance professors invested in Vanguard's original index fund. But what a triumph it has been. And what a focused and passionate drive it took:

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it is a zero-sum game and only costs
are certain. Thank you, Jack."

□ JEREMY GRANTHAM, Cofounder
and Chairman, GMO "On finance,

Jack Bogle thinks unconventionally.

So, this sound rebel turns out to be
right most of the time. Meanwhile,
many of us sometimes engage in self-

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deception. So, this book will set us straight. And in the last few pages, Jack writes, and I agree, that Peter Bernstein was a giant. So is Jack Bogle." —JEAN-MARIE EVEILLARD, Senior Adviser, First Eagle Investment Management Insights into investing and leadership from the founder of

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The Vanguard Group Throughout his legendary career, John Bogle-founder of the Vanguard mutual fund group and creator of the first index mutual fund-has helped investors build wealth the right way, while, at the same time, leading a tireless campaign to restore common sense to the investment

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World. A collection of essays based on speeches delivered to professional groups and college students in recent years, in Don't Count on It is organized around eight themes Illusion versus reality in investing Indexing to market returns Failures of capitalism The flawed structure of the mutual fund

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mutual fund industry and a relentless
advocate for individual investors, in

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Don't Count on It, Bogle continues to inspire, while pushing the mutual fund industry to measure up to their promise.

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A detailed look at how Warren Buffett really invests In this engaging new book, author Prem Jain extracts

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writings, Berkshire Hathaway financial
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partnership firms-thousands of pages
written over the last fifty years. Jain
uncovers the key elements of Buffett's
approach that every investor should be

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aware of. With Buffett Beyond Value,
you'll learn that, contrary to popular
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who combines the principles of both
value and growth investing strategies.
You'll also discover why understanding
CEOs is more important than studying

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Buffett thinks differently from others
about portfolio diversification, market
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learn how to successfully invest like
Warren Buffett.

Stocks and bonds? Real estate?
Hedge funds? Private equity? If you

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think those are the things to focus on in building an investment portfolio, Andrew Ang has accumulated a body of research that will prove otherwise.

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allocation by showing that what
matters aren't asset class labels but
the bundles of overlapping risks they
represent. Making investments is like
eating a healthy diet, Ang says: you've
got to look through the foods you eat
to focus on the nutrients they contain.
Failing to do so can lead to a serious

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case of malnutrition - for investors as well as diners. The key, in Ang's view, is bad times, and the fact that every investor's bad times are somewhat different. The notion that bad times are paramount is the guiding principle of the book, which offers a new approach to the age-old problem of where do

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you put your money? Years of
experience, both as a finance professor
and as a consultant, have led Ang to
see that the traditional approach, with
its focus on asset classes, is too crude
and ultimately too costly to serve
investors adequately. He focuses
instead on factor risks," the peculiar

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sets of hard times that cut across
asset classes, and that must be the
focus of our attention if we are to
weather market turmoil and receive
the rewards that come with doing so.
Optimally harvesting factor premiums -
on our own or by hiring others -
requires identifying your particular set

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of hard times, and exploiting the
difference between them and those of
the average investor. Clearly written
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students who want to understand the economics behind factor risk premiums, harvest them efficiently in their portfolios, and embark on the search for true alpha."

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