



Common Sense Investing: Ten Simple Rules to Finance Your Dreams, or Create a Roadmap to Achieve Financial Independence by Investing in Mutual Funds with a Personal Financial Plan

By Rick Van Ness

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Learn basic financial concepts to make it more likely that you'll achieve common life goals such as owning a home, providing for yourself or your family, taking fun vacations, and retiring in comfort--all free from financial stress. Topics include:

- * The ten rules to successful investing
- * How to write a personal investment plan
- * How to diversify your investments
- * How to know a good mutual fund
- * How to be a tax-savvy investor

The 108-page book (17,000 words and 52 pictures) teaches beginners learn how to invest money for both short- and long-term goals. Learn the basics that everyone needs to know about investment products like stock, bonds, and mutual funds, and the containers that hold those products, like IRAs, 401(k), Roth IRA, and taxable accounts.

Learn why Warren Buffett, John C. Bogle, and most professional investors recommend that 99% of investors should use low-cost mutual funds called index funds. Learn what they are, what this means, and why they win.

John C. Bogle, founder and former chairman of The Vanguard Group, is hailed by many as the champion of common sense investing. His huge following endearingly call themselves "Bogleheads" in perhaps the most popular personal investment forum and wiki site at bogleheads.org.

"*Common Sense Investing* captures the core elements of the Bogleheads investment philosophy in terms any investor can easily understand and implement. Read it and reap!" writes Forbes columnist, Mel Lindauer--also one

of the original Boglehead founders.

Many of the tips include examples of how people put the important concepts into practice. Instructional appendixes include: numerous links to free online videos, recommended books, help forums, and other resources.

Author Rick Van Ness is a successful private investor who provides investor education through online videos, short books, and workshops. He has both an engineering degree from Cornell University and a MBA in Finance from New York University.

Praise from professional money managers:

"Hide this book in a safe place because grossly overpaid investment advisors are burning every copy they can find."

--Rick Ferri, CFA, President, Portfolio Solutions LLC

Author: *All About Asset Allocation*, *All About Index Funds*, and others.

"Rick has produced a masterful financial guide for beginning investors and old hands alike. If you want to get started investing the right way, this book provides the clarity and backbone to achieve your financial destiny."

--Bill Schultheis, Financial Adviser, Soundmark Wealth Management, LLC

Author: *The New Coffeehouse Investor*

"Rick has provided a great service. In terms that the novice investor can understand, he provides ten simple rules that provide the prescription for investment success. In fact, if you follow his rules you are virtually guaranteed to outperform the majority of investors, both individual and professionals alike."

--Larry Swedroe, Principal and Director of Research, Buckingham Family of Financial Services

Author of eleven books on investing

Praise from academics:

"Here are 10 simple, easy to follow, and proven investing rules. Investing an hour reading this short book will make you a better investor."

--Burton G. Malkiel, Princeton University, Professor of Economics

Author: *A Random Walk Down Wall Street*

Praise from respected authors:

"Rick makes it super-simple to understand personal finance, regardless of your skill level. This book, along with his creative and straight-forward streaming videos, will get you and your money heading in the right direction."

--Jeff Lehman

Author: *The Frugal Millionaires*, and *First Job~First Paycheck*

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- Sales Rank: #2529214 in Books
- Published on: 2011-08-30
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .25" w x 6.00" l, .35 pounds
- Binding: Paperback
- 108 pages



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Elizabeth Rodrigues:

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