



# Stocks for the Long Run: The Definitive Guide to Financial Market Returns & Long Term Investment Strategies, 4th Edition

*Jeremy J. Siegel*

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*Stocks for the Long Run* set a precedent as the most complete and irrefutable case for stock market investment ever written. Now, this bible for long-term investing continues its tradition with a fourth edition featuring updated, revised, and new material that will keep you competitive in the global market and up-to-date on the latest index instruments.

Wharton School professor Jeremy Siegel provides a potent mix of new evidence, research, and analysis supporting his key strategies for amassing a solid portfolio with enhanced returns and reduced risk. In a seamless narrative that incorporates the historical record of the markets with the realities of today's investing environment, the fourth edition features:

- A new chapter on globalization that documents how the emerging world will soon overtake the developed world and how it impacts the global economy
- An extended chapter on indexing that includes fundamentally weighted indexes, which have historically offered better returns and lower volatility than their capitalization-weighted counterparts
- Insightful analysis on what moves the market and how little we know about the sources of big market changes
- A sobering look at behavioral finance and the psychological factors that can lead investors to make irrational investment decisions

A major highlight of this new edition of *Stocks for the Long Run* is the chapter on global investing. With the U.S. stock market currently holding less than half of the world's equity capitalization, it's important for investors to diversify abroad. This updated edition shows you how to create an "efficient portfolio" that best balances asset allocation in domestic and foreign markets and provides thorough coverage on sector allocation across the globe.

*Stocks for the Long Run* is essential reading for every investor and advisor who wants to fully understand the market-including its behavior, past trends, and future influences-in order to develop a prosperous long-term portfolio that is both safe and secure.

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