



Stocks for the Long Run by Jeremy Siegel

From the Back Cover

For more than a decade, *Stocks for the Long Run* has been the authoritative guide to understanding market forces and building a successful portfolio. In this new fourth edition, Jeremy Siegel updates his argument for long-term stock market investment with: comparisons of ETFs, mutual funds, and index options and futures; evidence that the rapid growth of emerging markets will not only continue but may accelerate; insight into the benefits of fundamental indexation over market value indexation; an updated look at the surprising validity of Calendar Effects; and fresh analysis of the best-performing stocks since the formulation of the S&P 500 Index.

"One of the ten best investment books of all time."

--*The Washington Post*

"A simply great book."

--*Forbes*

"One of the top ten business books of the year."

--*BusinessWeek*

"Should command a central place on the desk of any 'amateur' investor or beginning professional."

--*Barron's*

"Siegel's case for stocks is unbridled and compelling."

--*USA Today*

"A clearly written, neatly organized, highly persuasive exposition that lifts the veil of mystery from investing."

--**John C. Bogle, Founder and former Chairman, The Vanguard Group**

About the Author

Jeremy J. Siegel is the Russell E. Palmer Professor of Finance at The Wharton School of the University of Pennsylvania, the academic director of the Securities Industry Institute, and a senior investment strategy advisor to WisdomTree Investments, which creates and markets exchange-traded funds.