



## *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.*