



*John C. Bogle (Founder and former CEO of Vanguard Mutual Fund Group)
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Bogle strips away the complexities and misconceptions of investing. He details how layer upon layer of expenses are an investor's enemy as they subtract from return. As the inventor of the index fund, Bogle explains that a broadly diversified, low cost, tax efficient portfolio is what an investor is best served by. Buffet believes that investors should rely on the precept expressed by William of Occam in 1320 that states, "When there are multiple solutions to a problem, choose the simplest one".

Bogle shoots straight and has strong opinions about the financial services sector. He believes that most firms engaged in this industry, actually detract value from the economy; better said, these firms make money at the expense of the individual investor. If the individual investor follows his low-cost indexing approach, he believes that he will beat 80% of all active managers and his research shows this to be true.

Reviewed by Lee Strongwater, 02/23/2011