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The Intelligent Asset Allocator: How to Build Your Portfolio to Maximize Returns and Minimize Risk

William J. Bernstein

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William Bernstein is one of today’s most unlikely financial heroes. A practicing neurologist, he used his self-taught investment knowledge and research to build a popular investor’s website. Now, in the plain-spoken The Intelligent Asset Allocator, he shows independent investors how to build a diversified portfolio?without the help of a financial advisor. A breath of fresh air for investors tired of overly technical investment tomes, this book will help investors:

- Learn the risk/reward characteristics of various investment types
- Understand and apply portfolio theory for an improved risk/reward ratio
- Sharpen their focus, and take control of their investment programs

William Bernstein runs a website?www.efficientfrontier.com?known for its quarterly journal of asset allocation and portfolio theory, Efficient Frontier.

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