

Summary : The Big Secret For The Small Investor - Joel Greenblatt: A New Route to Long-Term Investment Success



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This work offers a summary of the book "THE BIG SECRET FOR THE SMALL INVESTOR: A New Route to Long-Term Investment Success" by Joel Breenblatt. Joel Greenblatt is adjunct professor at the Columbia University Graduate School of Business and is a professional money manager.

As he explains in his book, statistics show clearly and definitively that investing in the stock market will generate the biggest long-term returns.

So what's the best way to invest in the stock market? There are plenty of options: you can do-it-yourself, you can give your money to professionals to invest or you can invest in index funds. Each of those approaches have their pros and cons but if you genuinely want to maximize your returns, the "Big Secret Investment Strategy" is disarmingly simple yet is guaranteed to generate superior long-term returns. The Big Secret investment strategy has three parts: firstly, invest in a value-weighted index fund; secondly, decide on the percentage of your assets to invest; and thirdly, allow yourself flexibility to vary this percentage up or down by 10%.

If you wish to discover the secret to long-term investment success, *The Big Secret for The Small Investor* is a perfect book for you.

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