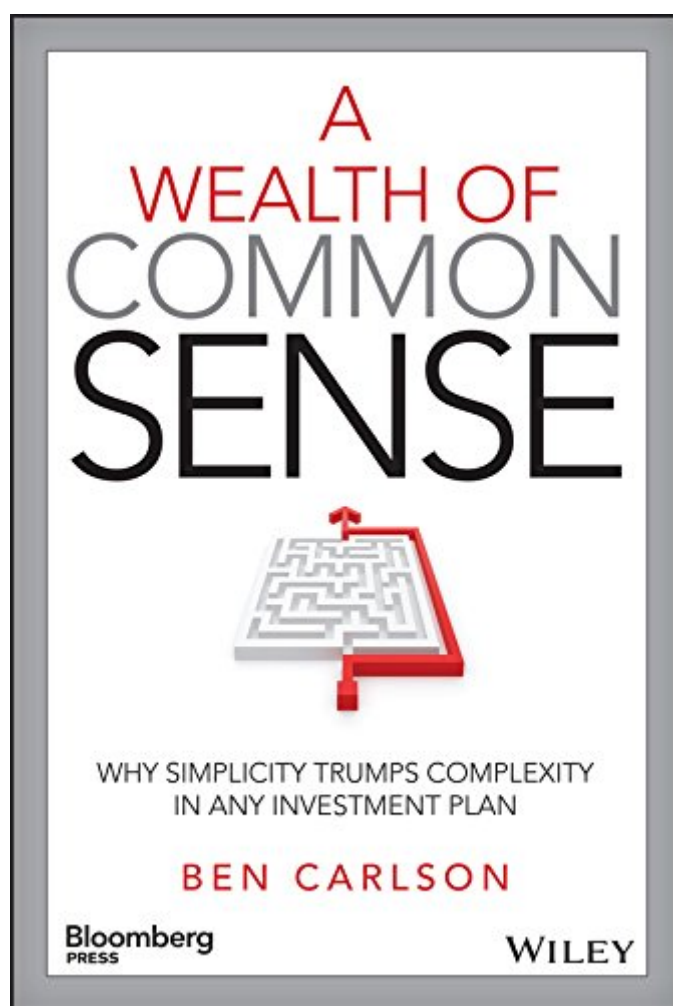


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# A Wealth Of Common Sense: Why Simplicity Trumps Complexity In Any Investment Plan (Bloomberg)



## Synopsis

A simple guide to a smarter strategy for the individual investor *A Wealth of Common Sense* sheds a refreshing light on investing, and shows you how a simplicity-based framework can lead to better investment decisions. The financial market is a complex system, but that doesn't mean it requires a complex strategy; in fact, this false premise is the driving force behind many investors' market "mistakes." Information is important, but understanding and perspective are the keys to better decision-making. This book describes the proper way to view the markets and your portfolio, and show you the simple strategies that make investing more profitable, less confusing, and less time-consuming. Without the burden of short-term performance benchmarks, individual investors have the advantage of focusing on the long view, and the freedom to construct the kind of portfolio that will serve their investment goals best. This book proves how complex strategies essentially waste these advantages, and provides an alternative game plan for those ready to simplify. Complexity is often used as a mechanism for talking investors into unnecessary purchases, when all most need is a deeper understanding of conventional options. This book explains which issues you actually should pay attention to, and which ones are simply used for an illusion of intelligence and control. Keep up with "or beat" professional money managers Exploit stock market volatility to your utmost advantage Learn where advisors and consultants fit into smart strategy Build a portfolio that makes sense for your particular situation You don't have to outsmart the market if you can simply outperform it. Cut through the confusion and noise and focus on what actually matters. *A Wealth of Common Sense* clears the air, and gives you the insight you need to become a smarter, more successful investor.

## Book Information

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## Customer Reviews

Ben Carlson splashed onto the blog scene a few years ago with his hit website, aptly named, "A Wealth of Common Sense." My initial reaction was, "Oh great, here we go again. Some kid trying to pretend they know something about finance." Boy, was I wrong. Ben is the real deal and his blog, revolving around behavioral finance, has become a must read. Part of Ben's appeal is that he writes in plain language, and in a way that makes otherwise complex topics accessible by anyone. But Ben's latest levelheaded thoughts are not limited to his blog, Ben has a new book, A Wealth of Common Sense. Ben's book is a great read, but what I really love about the compiled work is that it solves a genuine investor problem: A Wealth of Common Sense will simplify your investment life! Ben's key insight--that simplicity trumps complexity--is powerful on many levels, and has numerous practical applications, especially when thinking about investing. In many ways, Ben has taken behavioral finance, synthesized the key learning points, and compiled it in an easy to read book. In the introduction Ben says the following: "It will become more and more important to separate the meaningful from the meaningless..." In an investing world dominated by strident voices pushing various agendas, and peddling solutions that sometimes simply don't make sense, this becomes an important philosophical point of reference. But how can we go about separating the wheat from the chaff? Ben describes mental checklists that can help investors avoid investment traps that we are prone to fall into.

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