



The Quest for Alpha: The Holy Grail of Investing

Larry E. Swedroe

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The final word on passive vs. active investing

The debate on active investing-stock picking and market timing-versus passive investing-markets are highly efficient and almost impossible to outperform-has raged for decades. Which side is right? In *The Quest for Alpha: The Holy Grail of Investing*, author Larry E. Swedroe puts an end to the debate, proving once and for all that active investing is likely to prove futile as the associated expenses-costs, fees, and time spent analyzing individual stocks and the overall market-are likely to exceed any benefits gained. The book

- Presents research, data, and quotations that reveal it's extremely difficult to outperform the market
- Explains why investors should focus on asset allocation, fund construction, costs, tax efficiency, and the building of a globally diversified portfolio that minimizes, if not eliminates, the taking of idiosyncratic, uncompensated risks
- Other titles by Swedroe: *The Only Guide to Alternative Investments You'll Ever Need* and *The Only Guide You'll Ever Need for the Right Financial Plan*

Investors are on a never-ending search for a money manager who will deliver returns above the appropriate risk-adjusted benchmark, aka the "Holy Grail of Investing." *The Quest for Alpha* demonstrates that it's a loser's game-while it's possible to win, it's so unlikely that you shouldn't try.

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Spent a free time for you to be fun activity to complete! A lot of people spent their sparetime with their family, or all their friends. Usually they accomplishing activity like watching television, planning to beach, or picnic inside the park. They actually doing same task every week. Do you feel it? Will you something different to fill your free time/ holiday? Might be reading a book is usually option to fill your totally free time/ holiday. The first thing that you'll ask may be what kinds of guide that you should read. If you want to test look for book, may be the guide untitled The Quest for Alpha: The Holy Grail of Investing can be fine book to read. May be it could be best activity to you.

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