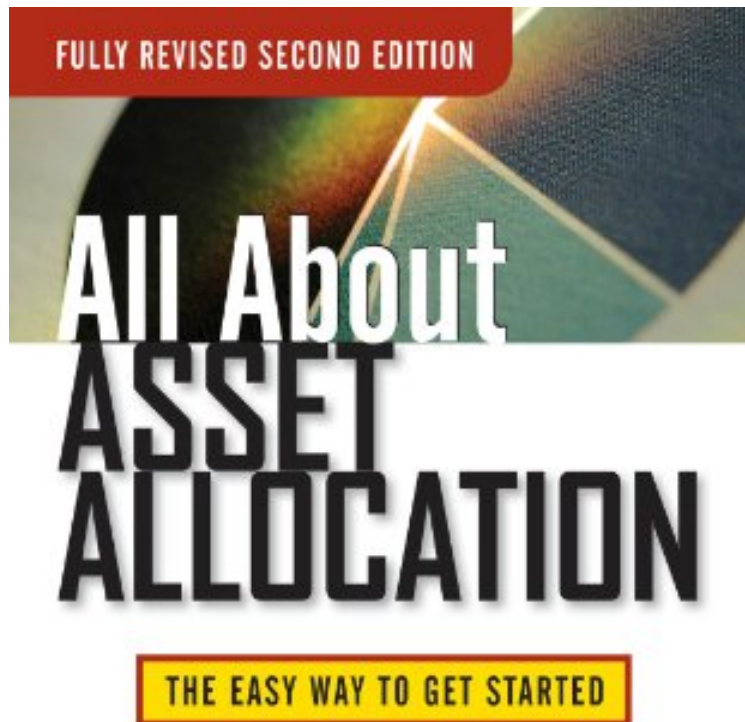


All About Asset Allocation, Second Edition

Richard A. Ferri

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Richard A. Ferri : All About Asset Allocation, Second Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised All About Asset Allocation, Second Edition:

1 of 1 people found the following review helpful. Excellent research-based adviceBy RMThis is an excellent, informative, instructive book. It provides comprehensive advice supported by succinct, meaningful discussions. It is replete with charts and graphs of the results that would have been achieved had the recommended strategies been implemented over the past few decades of data. The author's objective is to deliver an asset allocation strategy that will

weather the storms and deliver solid, risk-appropriate returns for the intelligent passive investor. He wants his readers to be able to set up their 401k allocations and forget about them, confident that they are on a good track. As a matter of principle, he does not cover market timing, which he considers too dependent on risk/luck and requiring too much active attention.

1 of 1 people found the following review helpful. Great book about Asset Allocation

By CustomerI wanted a refresher about asset allocation and this book was exactly what I was looking for. It is a relatively recent publication which is important in the ever changing world of investing. It also has some good references to other material that has been informative. One item that I didn't completely agree on is that everything needs to be passively allocated. His basis is with low cost investment options that you rebalance periodically. While I agree mostly with a base allocation that is low cost, I also think there are some areas where you can increase risk adjusted returns. A simple High yield bond-conservative bond relative strength strategy has excellent return data, especially on a risk adjusted basis, for example.

7 of 8 people found the following review helpful. Taking asset allocation to the next level

By Susanna HutchesonDiscover how to make your portfolio hit the sweet spot. This book takes your investing to the next level --- the winning level.I got a lot of valuable information from this book. For one thing, it deals with the allocation of the fixed income portion of the portfolio --- something no other book that I'm aware of has done. And this is important. There's really nothing that this book doesn't cover when it comes to asset allocation. It certainly helped me to get my own portfolio back in shape. It talks about your real tolerance for risk --- not those that you get from tests. It says that most of us have less tolerance than we admit. I think that's true. We talk like we can handle a lot of risk when in truth, we can't. This is good to know. Asset allocation is a critical part of investing. It doesn't matter if you're a small investor or a big one. You need help with asset allocation. And you can't depend on the pros to give you any help. If you invest at all, you should read this book and keep it handy. You'll need it to guide you from time to time when you reallocate --- as you should and as you need to. The book talks mostly in terms of index funds. But it can be used for any sort of investing. It's especially helpful, however, for those who invest in index funds, mutual funds and etf accounts. The one thing the book seemed to lack was an explanation as to how exactly diversification spreads or, one should say, lessens the risk and how each allocation does so.

WHEN IT COMES TO INVESTING FOR YOUR FUTURE, THERE'S ONLY ONE SURE BET---ASSET ALLOCATION THE EASY WAY TO GET STARTED

Everything You Need to Know About How To: Implement a smart asset allocation strategy Diversify your investments with stocks, bonds, real estate, and other classes Change your allocation and lock in gains Trying to outwit the market is a bad gamble. If you're serious about investing for the long run, you have to take a no-nonsense, businesslike approach to your portfolio. In addition to covering all the basics, this new edition of All About Asset Allocation includes timely advice on: Learning which investments work well together and why Selecting the right mutual funds and ETFs Creating an asset allocation that's right for your needs Knowing how and when to change an allocation Understanding target-date mutual funds "All About Asset Allocation offers advice that is both prudent and practical--keep it simple, diversify, and, above all, keep your expenses low--from an author who both knows how vital asset allocation is to investment success and, most important, works with real people." -- John C. Bogle, founder and former CEO, The Vanguard Group "With All About Asset Allocation at your side, you'll be executing a sound investment plan, using the best materials and wearing the best safety rope that money can buy." -- William Bernstein, founder, EfficientFrontier.com, and author, The Intelligent Asset Allocator

About the AuthorRichard A. Ferri, CFA, is president and senior portfolio manager of Portfolio Solutions, LLC, and an adjunct professor of finance at Walsh College in Michigan. He is the author of Protecting Your Wealth in Good Times and Bad, All About Index Funds, and Serious Money: Straight Talk About Investing for Retirement. Ferri is regularly quoted in the media including the Wall Street Journal, Barrons, Businessweek, and Forbes. He has appeared on many financial radio shows and television programs and is a frequent speaker at advisor industry events.