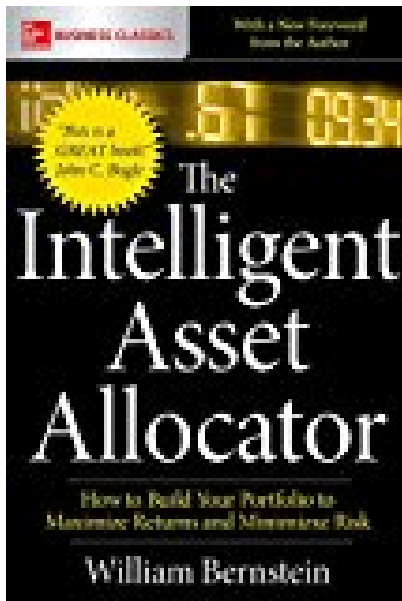


# The Intelligent Asset Allocator How to Build Your Portfolio to Maximize Returns and Minimize Risk

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## BOOK DETAILS

- Author : William J. Bernstein
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- Publisher : McGraw-Hill Education
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## BOOK SYNOPSIS

“Bernstein has become a guru to a peculiarly '90s group: well-educated, Internet-powered people intent on investing well—and with minimal 'help' from professional Wall Street.” --Robert Barker, BusinessWeek 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](http://www.efficientfrontier.com)—known for its quarterly journal of asset allocation and portfolio theory, *Efficient Frontier*.

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