



# Winning the Loser's Game, 6th edition: Timeless Strategies for Successful Investing

*Charles Ellis*

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**The classic guide to winning on Wall Street--completely updated and expanded!**

The go-to guide for anyone seeking long-term gain in the stock market, *Winning the Loser's Game* was referred to by the great Peter Drucker as "by far the best book on investment policy and management."

Dr. Charles Ellis, dubbed "Wall Street's Wisest Man" by *Money* magazine, has been showing investors for three decades how stock markets really work and what individuals can do to be sure they are long-term winners. Now, in this new edition of his investing classic, Ellis helps you succeed in a market that's becoming more unpredictable by the day.

Applying wisdom gained from half a century of advising many of the leading investment managers and securities firms around the world, Ellis explains how individual investors can avoid common traps and get on the road to investment success. With fully updated facts, charts, and figures, this new edition of *Winning the Loser's Game* is packed with all new material, including:

- **U.S. government bonds:** Why they're no longer a safe bet for long-term investors
- **Active management:** Fees are higher than ever. Are they worth it?
- **The investment management industry:** They make huge profits--but how well do they serve you?
- **Behavioral economics:** Know yourself--and you'll be a better investor

With *Winning the Loser's Game*, you have everything you need to set realistic objectives and a powerful investing strategy that will take you well into retirement.

Experts praise *Winning the Loser's Game*:

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*"No one understands what it takes to be a successful investor better than Charley Ellis and no one explains it more clearly or eloquently. This updated investment classic belongs on every investor's bookshelf."* -- CONSUELO MACK, Executive Producer and Managing Editor, Consuelo Mack WealthTrack

*"A must-reread classic. . . ."* -- MARTIN LEIBOWITZ, Managing Director, Morgan Stanley Research

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*"This is less a book about competition than about sound money management. Sounder than Charley Ellis they do not come."* -- ANDREW TOBIAS, Author, **The Only Investment Guide You'll Ever Need**

*"**Winning the Loser's Game** is one of those timeless investing classics that is even more valuable today than when it was first published. Reading it again, in the context of two 50 percent-plus stock market crashes since 1999, will demonstrates the wisdom of Ellis' advice."* -- CBS MONEYWATCH.COM

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