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A Guide To Beating The Market For All Ages

Two years in Business school won't teach you how to beat the market. Two hours with *The Little Book That Beats the Market* will. Let Joel Greenblatt, founder and a managing partner at Gotham Capital (with average annualized returns of 40% for over twenty years), show you how “beating the market” can be made simple and easy.

The Little Book That Beats the Market does more than simply set out the basic principles for successful stock market investing, it provides a “magic formula” that is easy to use and makes buying good companies at bargain prices automatic. Though the formula has been extensively tested and is a clear breakthrough in the academic and professional world, the commonsense method is convincingly explained using sixth grade math skills, plain language, and humor. Readers will learn how to use this low-risk method to beat the market and professional managers by a wide margin. Along the way, readers will also learn how to view the stock market; why success eludes almost all individual and professional investors; and why the formula will continue to work even after everyone “knows” it.



JOEL GREENBLATT (New York, NY) is the founder and a managing partner of Gotham Capital, a private investment partnership that has achieved 40% annualized returns since its inception in 1985. He is a professor on the adjunct faculty of Columbia Business School, the former chairman of the board of a Fortune 500 company,

the cofounder of ValueInvestorsClub.com, and the author of *You Can Be a Stock Market Genius*. Greenblatt holds a BS and an MBA from the Wharton School.

