



Understanding Asset Allocation

Scott Frush

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Build and manage a winning portfolio in bull and bear markets

Understanding Asset Allocation logically explains exactly what you need to know about how to allocate your assets. This comprehensive, highly accessible guide clearly explains the key principles of asset allocation, from selection to rebalancing to risk vs. return. You'll discover how the different asset classes behave, the leading misconceptions about allocation, and how risk profile, time horizon, and needs can impact your investments. No matter your type of portfolio or your level of experience, this easy-to-follow, non-technical rulebook shows you how to:

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Complete with instructive, hands-on examples of real-world portfolios that have exhibited a high level of return, Understanding Asset Allocation arms you with all the tools you need to build and manage a portfolio that experiences higher investment performance and less risk over time.

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