Asset Allocation Balancing Financial Risk (Fourth Edition)

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Abstract:
Asset allocation is not a new idea! The Talmud quotation above is approximately 2,000 years old. Whoever said it knew something about risk. He also knew something about return. He may have been the world's first proponent of asset allocation. Today we talk about asset allocation rather than diversification, but that is really just a new name for a very old and time-tested investment strategy.

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An internationally recognized expert in asset allocation and investment portfolio design, he lives with his wife and business partner, Brenda, in a pre-Civil war farmhouse north of Pittsburgh, Pennsylvania. CHRISTOPHER J. SIDONI, CFA, CFP, is the director of investment research and a member of Gibson Capital, LLC. In addition to managing client relationships and directing the firm's research efforts, he speaks to professional audiences on the topics of asset allocation, portfolio design, and investor behavior. Read more. It is a good reference for financial planners on asset allocation. It has been documented by academic studies that proper asset allocation will give you a greater returns than market timing which just doesn't work. He follows the KISS principle of keeping it simple!