

# The Big Secret for the Small Investor: A New Route to Long-Term Investment Success

By Joel Greenblatt

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Based on path-breaking new research, find out how anyone can beat the market, the index funds and the experts by following a new approach that relies on the principles of value investing, common sense and quantitative discipline. Along the way, learn where "value" comes from, how markets work, and what really happens on Wall Street. By journey's end, small investors (and even not-so-small investors) will have found their way to some excellent new investment choices.

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#### **About the Author**

JOEL GREENBLATT is the founder of Gotham Capital, an investment partnership that achieved 40 percent annualized returns for the twenty years after its founding in 1985. He is a professor on the adjunct faculty of Columbia Business School, a managing principal and co-CIO of Gotham Asset Management, the former chairman of the board of a Fortune 500 company, and the author of *You Can Be a Stock Market Genius* and *The Little Book That Beats the Market*. Greenblatt holds a BS and MBA from the Wharton School at the University of Pennsylvania.

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