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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