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The Fama/French Three-Factor Model and the Monte Carlo Simulation

(FYI: Neither gambling terms, nor a ménage trois)

Whether a dog walker, or a top salesperson with mega-bonuses, everyone wants to know how to better secure their future by building a personal portfolio.

In *Kiplinger's Build a Winning Portfolio* (January 2008, Kaplan Publishing, \$19.95), Peter J. Tanous, CEO of an investment consulting firm that helps individuals and institutions build winning portfolios, and the editors of Kiplinger's Personal Finance provide the answers to investor's questions in plain English, and in turn, help readers meet their financial goals. With a certain level of hard work, attention to detail, and commitment to excellence, the individual investor can invest like a professional and attain solid returns.

Tanous addresses all levels of questions:

- Should the investor pick stocks, or buy a mutual fund and let the fund manager pick the stocks?
- Why are the style and size of stocks so important?
- Are you better off buying a mutual fund that might beat the market or should you buy an index fund and have the satisfaction that you will get the market's return, whatever it happens to be? Or should you buy both?
- Should you use a financial advisor?
- What's the difference between stocks and bonds? Whether to go with Quality or High-Yield (Junk) Bonds?
- The MSCI Emerging Markets index has appreciated by an annualized 27 percent for the five years ended in 2006. So who wouldn't want to own a lot of stocks in that category? Why shouldn't we own a portfolio that looks like this?
- And ultimately, can you beat the market or not?

Tanous will not insult your intelligence by claiming to reveal stock market “secrets” or hidden strategies that are guaranteed to make you rich. He does say that if the U.S. stock market is doing poorly, it isn’t likely that even the best money manager is going to have a great year. Conversely, if another market, say, Japan, is having a terrific year, even a mediocre manager is going to do well.

He explains how to:

- Assess which investment products are right for you
- Develop a mix of investments appropriate to your age and income
- Navigate the risks of the market
- Avoid investment scams

Whether a beginner or seasoned investor, Peter Tanous has something for everyone to think about in this book. With the market as volatile as it has been for such a long stretch, readers need all the help they can get from this pro.

Peter J. Tanous is president and a director of Lynx Investment Advisory, LLC, of Washington DC, a SEC registered investment advisory firm. A graduate of Georgetown University, Tanous is also the author of *Investment Gurus*, *Wealth Equation*, and *Investment Visionaries*. A frequent commentator on Bloomberg TV and a frequent guest on WTOP radio in Washington, DC, Tanous has also been quoted in the *New York Times*, *Wall Street Journal*, *Portfolio*, and more. Tanous is currently working on another book with Art Jaffer and Steve Moore to be published by Simon & Schuster.

Kiplinger’s Build a Winning Portfolio

by Peter J. Tanous

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