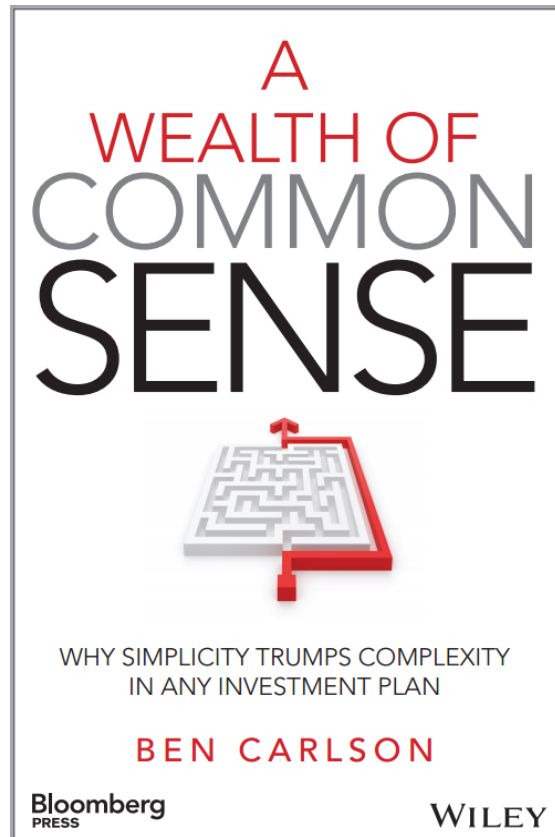


My Book



[A Wealth of Common Sense](#) sheds a refreshing light on investing, and shows you how a simplicity-based framework can lead to better investment decisions. The financial market is a complex system, but that doesn't mean it requires a complex strategy. Information is important, but understanding and perspective are the keys to better decision-making. This book describes the proper way to view the markets and your portfolio, and show you the simple strategies that make investing more profitable, less confusing, and less time-consuming. Without the burden of short-term performance benchmarks, individual investors have the advantage of focusing on the long view, and the freedom to construct the kind of portfolio that will serve their investment goals best. This book proves how complex strategies essentially waste these advantages, and provides an alternative game plan for those ready to simplify.

Pick up a copy at one of these book retailers:

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PRAISE FOR
A WEALTH OF COMMON SENSE

“The content of this book lives up to the title. Ben Carlson has mastered the art of exposing the few big topics that matter most to investors, leaving out the complicated—but often unnecessary—topics found in other investment books. Any investor, from a beginner to a professional, can learn a tremendous amount from *A Wealth of Common Sense*.”

—**Morgan Housel**, columnist for *The Motley Fool* and the *Wall Street Journal*

“Through hard work Ben Carlson has rapidly established himself as one of the nation’s premier investment bloggers. In his new book, *A Wealth of Common Sense*, Carlson cements his position as a prudent and practical voice for the individual investor.”

—**Tadas Viskanta**, founder and editor of *Abnormal Returns* and author of *Abnormal Returns: Winning Strategies from the Frontlines of the Investment Blogosphere*

“Ben Carlson seemingly came out of nowhere and took the financial commentariat by storm with his straightforward, insightful blog posts. True investing wisdom—born out of experience and success—cannot be faked; it must be earned. This is precisely the type of wisdom that comes oozing out of every chapter in *A Wealth Of Common Sense*.”

—**Downtown Josh Brown**, author of the bestselling book *Backstage Wall Street* and *The Reformed Broker* blog, star of CNBC’s *The Halftime Report*

Here is some media I did for the book:

- [Fireside Markets Podcast](#)
- [The ETF Store Podcast](#)
- [Q&A With Patrick O'Shaughnessy \(Investor Field Guide\)](#)
- [Q&A With Ben Carlson on A Wealth of Common Sense \(Abnormal Returns\)](#)
- [Book Review: A Wealth of Common Sense \(Value Walk\)](#)
- [Book Review: A Wealth of Common Sense \(Alpha Architect\)](#)
- [Ben Carlson on Active Investing, Value Investing & Garage Sales \(Alpha Architect\)](#)
- [What Jurassic World Can Teach Investors About the Stock Market \(Forbes\)](#)
- [Mantén la simplicidad y usa el sentido común \(Rankia\)](#) *translation: Keep it simple and use common sense
- [A Back to the Basics Reading List For Advisors \(Wealth Management\)](#)
- [Meet the Author of One of Wall Street's Most Read Blogs \(MarketWatch\)](#)
- [A Wealth of Common Sense Book Review \(Market Folly\)](#)

- [Common Sense For Individual Investors \(Banking Exchange\)](#)
- [Why Simple is Still a Hard Sell \(Canadian Couch Potato\)](#)