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vital role in the life  
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and does so with two  
sets of eyes. One set  
looks back to see  
what has happened.  
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recording of events  
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reports that satisfy  
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responsibility of  
management. The  
other set looks  
forward to  
determine the most  
appropriate*

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*strategic direction  
for an organization,  
guiding managerial  
actions, motivating  
behaviors, and  
creating and  
supporting the  
cultural values  
necessary to achieve  
an organizations  
strategic objectives.  
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*about the second set  
of eyes, which are  
the lenses of  
**STRATEGIC  
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that help  
organizations plot  
their way through  
an environment  
filled with  
opportunities and*

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*dangers. For  
students, aspiring  
managers as well as  
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responsibilities this  
book provides an  
insight, through the  
eyes of the  
characters of a start-  
up company, of  
some of the ideas*

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*and models that help to identify the possible strategies capable of maximizing an organization's value, which is the same as making the owners as wealthy as possible, to determine how to finance the*

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*organization in the most proper way, to allocate the collected capital in the most effective way, to monitor the implementation of the chosen strategy to see whether it is meeting the planned objectives, and to reasonably decide*

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*on the reinvestment  
and distribution of  
profits.*

*This book was first  
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taxes on*

*corporations, but*

*the impact - and*

*therefore the*

*wisdom - of such*

*taxes is highly*

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*controversial among  
economists. Does  
the burden of these  
taxes fall on wealthy  
shareowners, or is it  
passed along to  
those who work for,  
or buy the products  
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Can a country with  
high corporate taxes  
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*in the global  
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these and related  
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how taxes affect  
corporate dividend  
policy, stock market  
value, avoidance,*

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*and evasion. The studies promise to inform both future tax policy and regulatory policy, especially in light of the Sarbanes-Oxley Act and other actions by the Securities and Exchange Commission that*

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*are having profound  
effects on the*

*market for tax  
planning and*

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book draws on  
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highlighting  
many of the  
hidden  
questions,  
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examines the  
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most successful  
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time and more  
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will help you  
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Investors will***

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***have a  
permanent place  
on my desk.'***

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***investors such as  
Warren Buffett,  
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***and Anthony  
Bolton are known  
throughout the  
world. How did  
these people  
come to be so  
successful?  
Which strategies  
have they used  
to make their  
fortunes? And  
what can you  
learn from their  
techniques? In***

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Arnold succinctly  
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describes the  
investment  
philosophies of  
the world's  
greatest  
investors. He  
explains why  
they are the  
best, gives  
details of their***

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***tactics for  
accumulating  
wealth, captures  
the key elements  
that led to their  
market-beating  
successes and  
teaches you key  
lessons that you  
can apply to your  
own investing  
strategies. From  
the foreword:  
'There are some***

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***very special  
people who seem  
to possess an  
exceptional  
talent for  
acquiring wealth.  
I want to explore  
not just the past  
triumphs of  
these masters,  
but also the key  
factors they look  
for as well as the  
personality traits***

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***that allow them  
to control  
emotion and  
think rationally  
about where to  
place funds. How  
does a master of  
investment hone  
skills through  
bitter experience  
and triumph to  
develop their  
approach to  
accumulating***

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*Financial  
Management*  
**wealth?' Glen  
Arnold The Great  
Investors is the  
story of a  
number of  
remarkable men:  
John Templeton,  
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- 

***Control emotion***

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swept away by  
the market · Be  
consistent in  
your approach,  
even when you  
have bad years ·  
See the wood for  
the trees and not  
over complicate  
your portfolio ·  
Learn from your  
investing · Be  
self reliant,***

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***stand aside from  
the crowd and  
follow your own  
logic · Take  
reasonable risk  
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you to follow and  
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can be profitable  
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times, be it  
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governance, the  
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to the effective employment of resources—people, policies, processes, and systems—by an individual or governing body (the fiduciary or agent) seeking to fulfil their fiduciary duty to

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a principal (or beneficiary) in addressing an underlying investment challenge.

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and for this reason it should, in our view, be of interest to all fiduciaries, no matter the size of the pool of assets or the nature of the beneficiaries. To emphasize the importance of

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effective  
investment  
governance and  
to demonstrate  
its flexibility  
across  
organization  
type, we  
consider our  
investment  
governance  
process within

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three contexts:  
defined  
contribution  
(DC) plans,  
defined benefit  
(DB) plans, and  
endowments  
and foundations  
(E&Fs). Since  
the financial  
crisis of  
2007–2008, the

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financial sector's place in the economy and its methods and ethics have (rightly, in many cases) been under scrutiny. Coupled with this theme, the task of investment

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governance is of increasing importance due to the sheer weight of money, the retirement savings gap, demographic trends, regulation and activism, and

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rising standards of behavior based on higher expectations from those fiduciaries serve. These trends are at the same time related and self-reinforcing. Having explored

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the why of  
investment  
governance, we  
dedicate the  
remainder of the  
book to the  
question of how  
to bring it to  
bear as an  
essential  
component of  
good fiduciary

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practice. At this point, the reader might expect investment professionals to launch into a discussion about an investment process focused on the best way to capture returns. We

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resist this  
temptation.

Instead, we  
contend that  
achieving  
outcomes on  
behalf of  
beneficiaries is  
as much about  
managing risks  
as it is about  
capturing

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returns—and we  
mean “risks”

broadly

construed, not  
just fluctuations  
in asset values.

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starting in the early  
1980s, largely accepted  
standard finance's  
notion of people's wants  
as "rational"***

***wants—restricted to the***

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*utilitarian benefits of high returns and low risk. That first generation commonly described people as “irrational”—succumbing to cognitive and emotional errors and misled on their way to their rational wants. The second generation describes people as normal. It begins by acknowledging the full*

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*range of people's  
normal wants and their  
benefits—utilitarian,  
expressive, and emotion  
al—distinguishes  
normal wants from  
errors, and offers  
guidance on using  
shortcuts and avoiding  
errors on the way to  
satisfying normal  
wants. People's normal  
wants include financial  
security, nurturing*

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*children and families,  
gaining high social  
status, and staying true  
to values. People's  
normal wants, even  
more than their  
cognitive and emotional  
shortcuts and errors,  
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