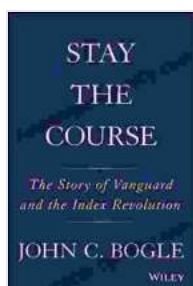


# The Vanguard Revolution: A Historical Epic of Innovation and Investing

Vanguard is the world's largest investment company, with over \$7 trillion in assets under management. It is also one of the most respected companies in the financial world, known for its low fees, its focus on long-term investing, and its commitment to serving its clients.



## Stay the Course: The Story of Vanguard and the Index Revolution by John C. Bogle

★★★★☆ 4.7 out of 5

Language	: English
File size	: 4483 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 316 pages
Lending	: Enabled
Screen Reader	: Supported



The Story of Vanguard and the Index Revolution is the definitive account of the rise of Vanguard, from its humble beginnings in 1975 to its position as a global investment powerhouse. The book is written by John Rekenthaler, a former Vanguard executive and one of the world's leading experts on index investing. Rekenthaler provides a fascinating and in-depth look at Vanguard's history, its investment philosophy, and its impact on the financial world.

## **The Early Years**

Vanguard was founded in 1975 by John Bogle, a former executive at the Wellington Management Company. Bogle was a pioneer in the field of index investing, and he believed that investors could get better returns by investing in a low-cost index fund that tracked the performance of the entire stock market, rather than trying to pick individual stocks.

Vanguard's early years were difficult. The company struggled to gain traction in a market that was dominated by actively managed funds. However, Bogle and his team persevered, and by the early 1980s, Vanguard had begun to gain a following among investors who were looking for a low-cost, long-term investment option.

## **The Index Revolution**

In the 1990s, Vanguard's index funds began to take off. Investors were increasingly drawn to the low fees and the consistent returns that Vanguard's funds offered. By the end of the decade, Vanguard had become the largest mutual fund company in the United States.

Vanguard's success helped to fuel the growth of the index fund industry. In the 1980s, index funds accounted for less than 1% of all mutual fund assets. By the end of the 1990s, index funds accounted for over 20% of all mutual fund assets.

The index fund revolution has had a profound impact on the financial world. Index funds have helped to lower investment costs, they have made it easier for investors to achieve their financial goals, and they have helped to democratize investing.

## **Vanguard Today**

Today, Vanguard is the world's largest investment company. It offers a wide range of investment products, including index funds, mutual funds, ETFs, and annuities. Vanguard is known for its low fees, its focus on long-term investing, and its commitment to serving its clients.

Vanguard is a pioneer in the field of index investing, and it has played a major role in the growth of the index fund industry. The company's commitment to low fees and long-term investing has made it a trusted name among investors around the world.

The Story of Vanguard and the Index Revolution is a fascinating and in-depth look at the rise of Vanguard, one of the world's most successful investment companies. The book is a must-read for anyone who is interested in investing, or who wants to learn more about the history of the financial world.



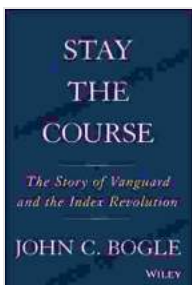
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The Story of Vanguard and the Index Revolution is available now at Our Book Library, Barnes & Noble, and other major booksellers.

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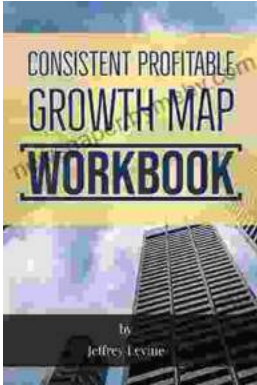
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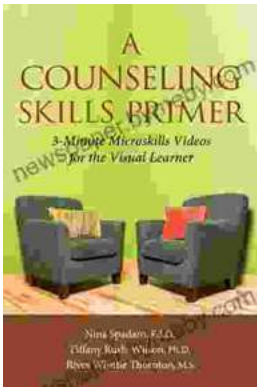
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