



The Incredible Shrinking Alpha: And What You Can Do to Escape Its Clutches

By Larry E Swedroe, Andrew L Berkin

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Alpha still exists! But that doesn't mean it is easy to find, or even worth the pursuit.

Larry Swedroe, author of the bestselling series of *The Only Guide* investment books, and co-author Andrew Berkin bring you the quantitatively chilling tale of *The Incredible Shrinking Alpha*. As aficionados of classic science fiction, Swedroe and Berkin saw similarities between the monumental struggle of Scott Carey, novelist Richard Matheson's *Incredible Shrinking Man*, and that of every individual investor trying to beat the market. Swedroe and Berkin explain in academic yet simple terms what is happening to the alpha for which so many investors yearn.

Offering compelling data from decades of academic research, Swedroe and Berkin present the hard truth as they know it — it's not worth the time or effort spent battling to win those few extra cake crumbs. Instead, focus on the things you can control and discover what life has to offer beyond the quest for alpha.

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