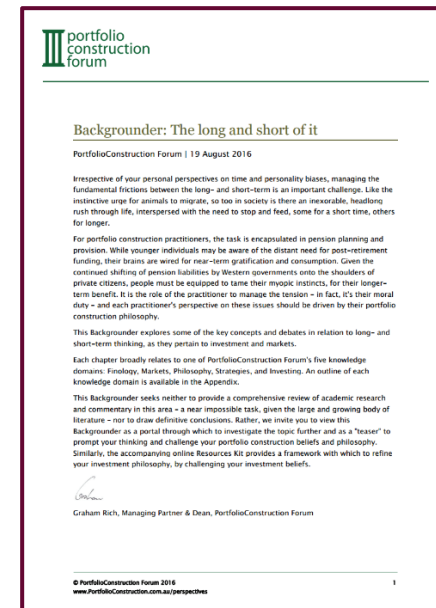




The long and  
short of it


Facilitating debate on the  
**markets,  
strategies  
& investing**

# Backgrounder



Do you have a documented investment philosophy?


1. No
2. Yes

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## Join the Debate

The concept of long-term investing is increasingly irrelevant

1. DISAGREE and don't plan to investigate further.
2. DISAGREE and plan to investigate further.
3. AGREE and plan to investigate further.
4. AGREE and don't plan to investigate further.

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Your job – to effectively translate an insight into action

- 1. Philosophy ... beliefs**
2. Policy ... practice
3. The facts
4. Expert insights
5. Investigation

# Why?



# The long and short of it