



Character Counts : The Creation and Building of the Vanguard Group

John C. Bogle, John Bogle

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How John Bogle built Vanguard and transformed the investment world in his own words

Jack Bogle remains one of the titans of the investment world and a hero to the independent investor, as renowned for his influence as he is respected for his accomplishments. *Character Counts* is the story of how Vanguard was born, why it has flourished, and what leadership principles and management practices fostered its development.

Covering the period 1974-2001, the story is told through the dozens of potent and memorable speeches he has given to Vanguard crew members over the years, interspersed with a narrative that provides context and explanation. This "you are there" approach provides new insights into one of the world's most important financial institutions and into the mutual fund industry itself. *Character Counts* paints an indelible portrait of the man *Fortune* named one of the "four giants of finance" of the 20th century.

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