

# Investment Strategy

Investment philosophy can sometimes get blurred with investment strategy. Investors need to decide what their investment philosophy and strategy are. But, perhaps even more important than deciding what their investment philosophy and investment strategy are, is deciding exactly how to define these terms.

We believe investment philosophy is an investor's opinion about the nature of the market. It is an investor's belief about how the market works and what drives it. For instance, a key question within the issue about how the market works is deciding whether the market is efficient or not.

Investment strategy is an investor's plan for taking advantage of their investment philosophy. It is a framework and a set of guidelines that aid their investment decisions. Sometimes investors strategy is so dearly held, they will even refer to it as their "philosophy."