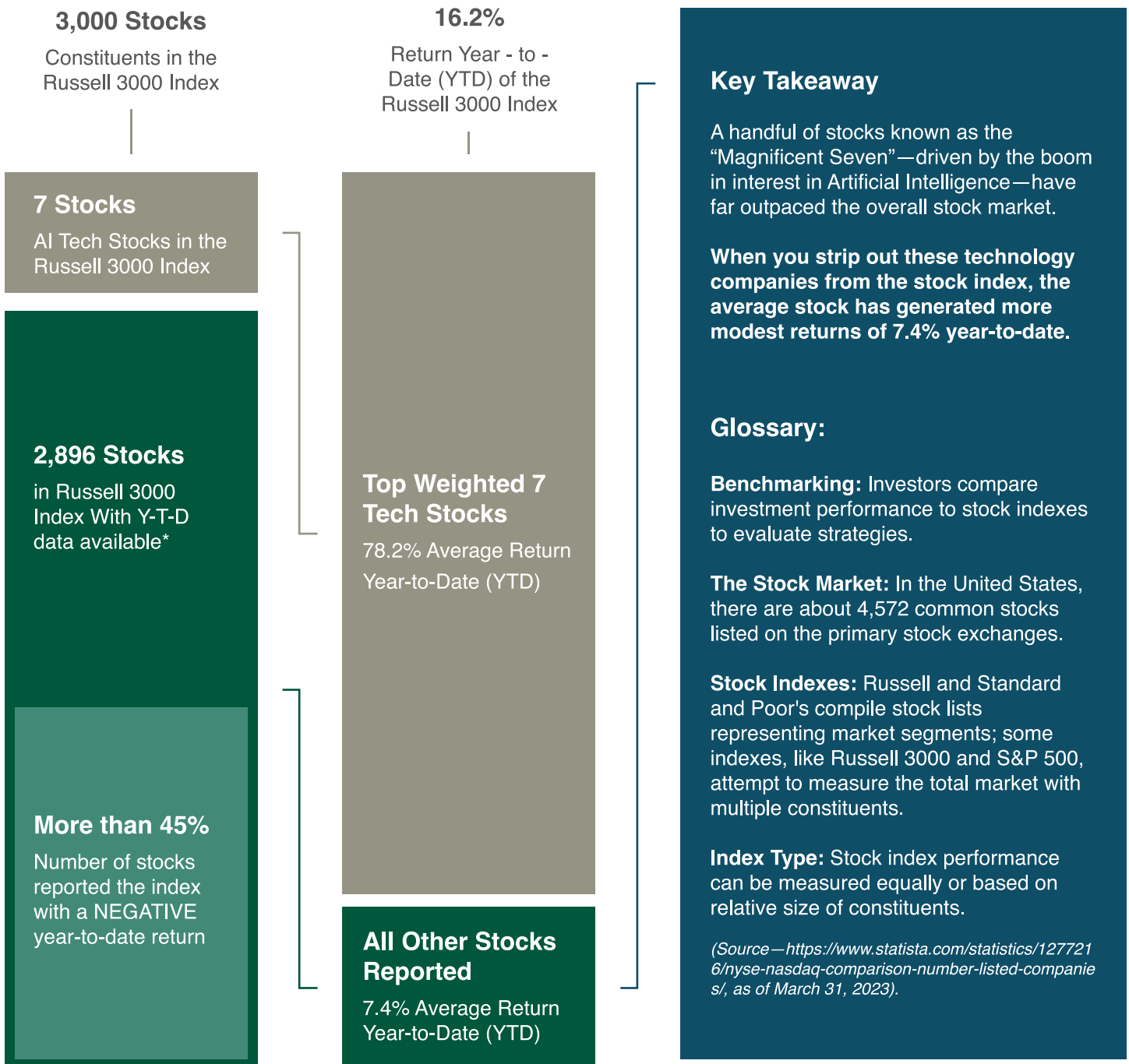


UNCOMMON INSIGHTS

Q3 | 2023

Artificial Intelligence: Don't Get Carried Away with the Market

Conventional wisdom says that investors should periodically benchmark their portfolio performance against the performance of the overall stock market to determine if their investing strategy is working. In doing so, investors use stock market indexes and assume that those indexes represent the overall stock market. That is not always the case, and when it is not the case, the conclusions investors draw from their benchmarking exercise can be flawed, which can lead to poor decision-making.





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