"Whether you're a professional or individual investor, there's so much hype on the Street that it has become much more difficult to make informed investment decisions. In this book, Bernstein maintains that investors listen to so much noise that relevant information gets overlooked as being too simple or obvious to be important. By ignoring most investment noise they might actually improve investment performance." His book "Style Investing – Unique Insight into Equity Management" is widely viewed as the seminal book on style-oriented investment strategies. He donates the profits from that and his other book, "Navigate the Noise: Investing in the New Age of Media and Hype", to charity. Mr. Bernstein sits on the Alfred P. Sloan Foundation endowment's Investment Committee ($1.7 billion) and on the Hamilton College endowment's Investment Committee ($600 million), and he is a trustee of both institutions. He also sits on the Executive Committee of the NYU/Stern Graduate School. "Navigate the Noise: Investing in the New Age of Media and Hype" helps explain how individuals can avoid following the crowd, or getting caught up in the news event of the moment. He provides a common sense and thoughtful approach to what information is important to achieving YOUR investment goals and objectives, and not simply following the crowd when it comes to making investment decisions. With all the talking heads in the media and investment community Rich Bernstein is a "Breed Apart". This is one book on investing that can help new and experienced investors stay focused. This is a review of the book entitled "Navigate the Noise: Investing in the New Age of Media and Hype" by Richard Bernstein, published by John Wiley & Sons, Inc. in 2001. Mr. Bernstein is First Vice President and Chief Quantitative Strategist at Merrill Lynch. Keywords: noise, earnings expectations life cycle, media hype, stock message board, Cisco Systems. JEL Classification: G11, G12, Y3. Suggested Citation: Felton, James, On Richard Bernstein's Navigate the Noise: Investing in the New Age of Media and Hype (August 1, 2001). Journal of Behavioral Financ.