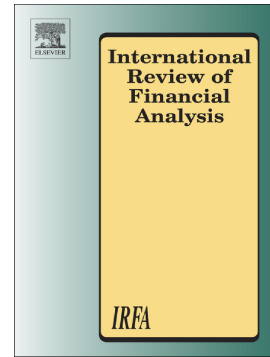


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## Normative Portfolio Theory

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ARTICLE INFO	ABSTRACT
<i>Article History:</i>	<p>In this paper, we correct the adverse impact of estimation risk on both portfolio weights and performance with two new equity allocation methods we implement with estimation-free and estimated ex-ante returns. Portfolios with estimation-free ex-ante returns and systematic-to-unsystematic risk weights have statistically higher Sharpe ratios than both similar portfolios with estimated ex-ante returns and <math>1/N</math>'th portfolios. Optimal portfolio methods with well-behaved weights guide investors in a way not hitherto possible (normative portfolio theory).</p>
<i>JEL Classification</i>	
G14 G15	
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