## The Power of Compound Interest



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Making money with your money is a no-brainer. Take a look at the difference in returns between two $\$ 40$ investments in Coca-Cola in 1919. One had dividends put into a piggy bank. The other had dividends reinvested. Without reinvesting, the initial \$40 investment grew to $\$ 456,273$ by 2012. With dividends reinvested, the value increased to $\$ 9,876,106$. That's a difference of over 2060\%. That's the power of compound interest.

