



## What Wall Street Doesn't Want You to Know : How You Can Build Real Wealth Investing in Index Funds

By Larry E. Swedroe

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Why do so many actively managed funds underperform? Why do passively managed funds provide superior returns, especially after taxes? What are the true interests of fund managers and the financial press? Most important, what strategy is in your best interest?

*What Wall Street Doesn't Want You to Know* answers all these questions and more, giving you the inside information you need to become a successful investor who plays the winner's game-creating wealth-instead of the loser's game Wall Street wants you to play, of trying to pick stocks and time the market. In his revolutionary new guide, investment professional Larry Swedroe explains why active managers have rarely been able to add value to your portfolio over time. He dispenses with traditional Wall Street wisdom and experts and shows you how to invest the way really smart money invests today.

*What Wall Street Doesn't Want You to Know* tells you exactly what Wall Street doesn't want you to know: how to avoid the pitfalls of short-term thinking and to invest so that you can create more wealth-much more wealth-over the long term.

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## What Wall Street Doesn't Want You to Know : How You Can Build Real Wealth Investing in Index Funds By Larry E. Swedroe Bibliography

- Sales Rank: #489803 in Books
- Published on: 2000-12
- Original language: English
- Number of items: 1
- Dimensions: 9.58" h x 1.48" w x 6.18" l,
- Binding: Hardcover
- 379 pages

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### Editorial Review

From Publishers Weekly

Investment adviser Larry E. Swedroe (*The Only Guide to a Winning Investment Strategy You'll Ever Need*) wants individual investors to understand *What Wall Street Doesn't Want You to Know: How You Can Build Real Wealth Investing in Index Funds*. With clarity and conviction, he cuts through market mythology (principally that actively managed funds—even those managed by professionals—attend to beat market returns), and explains how to apply his fundamental Modern Portfolio Theory to "passively" manage investments and "deliver the greatest expected return for any given level of expected risk."

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From [Booklist](#)

Swedroe focuses exclusively on index funds. A favorite of financial guru Jane Bryant Quinn, Swedroe previously touted index funds with *The Only Guide to a Winning Investment Strategy You'll Ever Need* (1998). Index funds represent a "passive" approach to investing, but one still must choose among the several types available, and Swedroe offers helpful guidance. His main focus, though, is on making his case that index funds are the surest way to invest over time. He argues that no Wall Street portfolio manager can consistently outperform the market and that no investor can know more than the market does collectively. Swedroe shows why "past performance is not a predictor of future performance" is more than just a throwaway disclaimer as he takes on Wall Street and its "deceptive advertising practices," research costs, and trading fees. *David Rouse*

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Review

"Despite the superior returns generated by passively managed funds, financial publications are dominated by forecasts from so-called gurus and the latest hot fund managers. I believe that there is a simple explanation for the misinformation: it's just not in the interests of the Wall Street establishment or the financial press to inform investors of the failure of active managers." --from the Introduction

"This wonderfully iconoclastic book drums home the message that beating the stock market is a loser's game. Larry Swedroe's new book tilts—successfully—at the windmills of professional managers, Wall Street analysts, owing 'the best 100 companies' (or the best ten funds), hedge funds market timers, investment newsletters, and short-term strategies. Once you're convinced by the powerful case the author has made, he then offers seven steps to playing a winner's game. The diagnosis is right on the mark, and his essential prescription—rely on portfolio construction, index funds, broad diversification, minimal costs and taxes, risk control, and time—also comes close to the center of the target: the optimal accumulation of your financial wealth." --John C. Bogle, founder and former chairman of The Vanguard Group

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**Lien Fugate:**

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