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***Common Sense On
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The bestselling author of
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the definitive template for
institutional fund management,
returns with a book that shows
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their financial assets. In

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Unconventional Success,
investment legend David F.
Swensen offers incontrovertible
evidence that the for-profit mutual-
fund industry consistently fails the
average investor. From excessive
management fees to the frequent

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"churning" of portfolios, the relentless pursuit of profits by mutual-fund management companies harms individual clients. Perhaps most destructive of all are the hidden schemes that limit investor choice and reduce returns,

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including "pay-to-play" product-placement fees, stale-price trading scams, soft-dollar kickbacks, and 12b-1 distribution charges. Even if investors manage to emerge unscathed from an encounter with the profit-seeking mutual-fund

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industry, individuals face the likelihood of self-inflicted pain. The common practice of selling losers and buying winners (and doing both too often) damages portfolio returns and increases tax liabilities, delivering a one-two punch to

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investor aspirations. In short:

Nearly insurmountable hurdles
confront ordinary investors.

Swensen's solution? A contrarian
investment alternative that
promotes well-diversified, equity-
oriented, "market-mimicking"

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portfolios that reward investors who exhibit the courage to stay the course. Swensen suggests implementing his nonconformist proposal with investor-friendly, not-for-profit investment companies such as Vanguard and TIAA-CREF.

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By avoiding actively managed funds and employing client-oriented mutual-fund managers, investors create the preconditions for investment success. Bottom line? *Unconventional Success* provides the guidance and financial know-

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how for improving the personal investor's financial future.

Twenty benefits from the three-fund total market index portfolio. The Bogleheads' Guide to The Three-Fund Portfolio describes the most popular portfolio on the Bogleheads

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forum. This all-indexed portfolio contains over 15,000 worldwide securities, in just three easily-managed funds, that has outperformed the vast majority of both professional and amateur investors. If you are a new investor,

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or an experienced investor who wants to simplify and improve your portfolio, The Bogleheads' Guide to The Three-Fund Portfolio is a short, easy-to-read guide to show you how.

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iMinds Money's insightful fast knowledge series. A mutual fund is an investment vehicle that allows a group of investors to pool their money, allowing a professional to collectively trade securities on their behalf in exchange for a small fee.

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The pooled funds are used to purchase a diverse range of assets and provide a return to the investor...

In *Losing the News*, Pulitzer Prize-winning journalist Alex S. Jones offers a probing look at the epochal

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changes sweeping the media,
changes which are eroding the core
news that has been the essential
food supply of our democracy. At a
time of dazzling technological
innovation, Jones says that what
stands to be lost is the fact-based

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reporting that serves as a watchdog over government, holds the powerful accountable, and gives citizens what they need. In a tumultuous new media era, with cutthroat competition and panic over profits, the commitment of the

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traditional news media to serious news is fading. Indeed, as digital technology shatters the old economic model, the news media is making a painful passage that is taking a toll on journalistic values and standards. Journalistic

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objectivity and ethics are under assault, as is the bastion of the First Amendment. Jones characterizes himself not as a pessimist about news, but a realist. The breathtaking possibilities that the web offers are undeniable, but

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at what cost? Pundits and talk show hosts have persuaded Americans that the crisis in news is bias and partisanship. Not so, says Jones. The real crisis is the erosion of the iron core of news, something that hurts Republicans and Democrats

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alike. Losing the News depicts an unsettling situation in which the American birthright of fact-based, reported news is in danger. But it is also a call to arms to fight to keep the core of news intact. Praise for the hardcover: "Thoughtful." --New

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York Times Book Review "An impassioned call to action to preserve the best of traditional newspaper journalism." --The San Francisco Chronicle "Must reading for all Americans who care about our country's present and future.

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Analysis, commentary, scholarship and excellent writing, with a strong, easy-to-follow narrative about why you should care, makes this a candidate for one of the best books of the year." --Dan Rather

The Little Book That Still Beats the

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Market

How a Simple Portfolio of Three
Total Market Index Funds
Outperforms Most Investors with
Less Risk
Trillions
The Success Equation

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Unconventional Success

Common Sense Investing

Making More Money for You!

The Bogleheads are back-with
retirement planning advice
for those who need it!

Whatever your current
financial situation, you

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must continue to strive for a viable retirement plan by finding the most effective ways to save, the best accounts to save in, and the right amount to save, as well as understanding how to insure against setbacks and

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handle the uncertainties of a shaky economy.

Fortunately, the Bogleheads, a group of like-minded individual investors who follow the general investment and business beliefs of John C. Bogle,

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are here to help. Filled with valuable advice on a wide range of retirement planning issues, including some pearls of wisdom from Bogle himself, The Bogleheads' Guide to Retirement Planning has

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everything you need to
succeed at this endeavor.
Explains the different types
of savings accounts and
retirement plans Offers
insights on managing and
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accounts Details efficient

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withdrawal strategies that
could help you maintain a
comfortable retirement
lifestyle Addresses
essential estate planning
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does it work? Indeed, is it needed at all? In this first-ever, overall assessment of aid, Roger Riddell provides a rigorous but highly readable account of aid, warts and all.

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defining expertise in a single volume John Bogle on Investing is a compilation of the best speeches ever delivered by one of the 20th century's towering financial giants. Individually, each of these speeches delivers a

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powerful lesson in investing; taken together, Bogle's lifelong themes ring loud and clear. His investing philosophy has remained more or less constant throughout his illustrious career, and this

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book lays it out so you can learn from the very best. You'll learn what makes a successful investment strategy, consider the productive economics of long-term investing, and how emotional investment in

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financial markets is often counterproductive enough to forfeit success. Bogle discusses the "fiscal drag" of investing, and shows you how to cut down on sales charges, management fees, turnover costs, and

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opportunity costs, as he unravels a lifetime's worth of expertise to give you deep insight into the mind of a master at work. John C. Bogle founded Vanguard in 1974, then in the space of a few years, introduced the

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index mutual fund, pioneered the no-load mutual fund, and redefined bond fund management. This book wraps up the essence of his half-century of knowledge to deepen your understanding and enhance your investment

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success. Learn why simple strategies are best Discover how emotions can ruin the best investment plan Examine the universality of indexing in the financial markets Minimize the costs – financial and otherwise –

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associated with investing
John Bogle is still in there
fighting, still pushing the
industry onward and upward.
Take this rare opportunity
to have industry-shaping
expertise at your fingertips
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Have you ever thought of letting your money work for you by being a part of the Indian growth story but the complicated financial jargon, perplexing terms and conditions, dilemma

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investments and too many
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answers to all such FAQs
that an Indian Mutual Funds
and SIP investor has. This
book will help you

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understand the various types of mutual funds, their comparison with other assets, ways to invest in mutual funds and identify the type of funds that fit your profile the best. The focus of the book is on

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simplifying myriad concepts of mutual funds and demystifying myths around these investments. The author has approached this book in a question-answer format with lots of recent examples.

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Common Sense Economics
The First 50 Years
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Your Dreams, Or Create a
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Big Billion Startup: The
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Examines the importance of skill and
luck, describes how to develop

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analytical tools to understand them,
and offers suggestions on putting
these findings to work to achieve
success.

Common Sense on Mutual Funds
John Wiley & Sons

John Bogle's most influential
investment books, available together

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for the first time John C. Bogle, the founder of Vanguard, a trillion-dollar investment management company, is one of the most respected authors in the financial world. Now, for the first time, The John C. Bogle Reader brings together three of his bestselling books in one definitive collection. Don't

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Count on It presents Bogle's unique insights into the world of mutual fund investing and the mutual fund industry. Common Sense on Mutual Funds addresses how the mutual fund industry has changed over the past twenty years, and how best to arrange and manage funds in today's world.

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Common Sense Investing is the
classic guide to getting smart about
the market. Legendary mutual fund

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pioneer John C. Bogle reveals his key to getting more out of investing: low-cost index funds. Bogle describes the simplest and most effective investment strategy for building wealth over the long term: buy and hold, at very low cost, a mutual fund that tracks a broad stock market Index such as the S&P

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500. While the stock market has tumbled and then soared since the first edition of Little Book of Common Sense was published in April 2007, Bogle's investment principles have endured and served investors well. This tenth anniversary edition includes updated data and new information but

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maintains the same long-term perspective as in its predecessor. Bogle has also added two new chapters designed to provide further guidance to investors: one on asset allocation, the other on retirement investing. A portfolio focused on index funds is the only investment that

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effectively guarantees your fair share of stock market returns. This strategy is favored by Warren Buffett, who said this about Bogle: “If a statue is ever erected to honor the person who has done the most for American investors, the hands-down choice should be Jack Bogle. For decades, Jack has urged

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investors to invest in ultra-low-cost index funds. . . . Today, however, he has the satisfaction of knowing that he helped millions of investors realize far better returns on their savings than they otherwise would have earned. He is a hero to them and to me.” Bogle shows you how to make index

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investing work for you and help you achieve your financial goals, and finds support from some of the world's best financial minds: not only Warren Buffett, but Benjamin Graham, Paul Samuelson, Burton Malkiel, Yale's David Swensen, Cliff Asness of AQR, and many others. This new edition of

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The Little Book of Common Sense Investing offers you the same solid strategy as its predecessor for building your financial future. Build a broadly diversified, low-cost portfolio without the risks of individual stocks, manager selection, or sector rotation. Forget the fads and marketing hype, and focus on

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what works in the real world.

Understand that stock returns are generated by three sources (dividend yield, earnings growth, and change in market valuation) in order to establish rational expectations for stock returns over the coming decade. Recognize that in the long run, business reality

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trumps market expectations. Learn how to harness the magic of compounding returns while avoiding the tyranny of compounding costs. While index investing allows you to sit back and let the market do the work for you, too many investors trade frantically, turning a winner's game

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into a loser's game. The Little Book of
Common Sense Investing is a solid
guidebook to your financial future.

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True Measures of Money, Business,
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Common Sense Investing provides a
detailed overview of two different

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Investment savvy managed funds and index funds. The book explains why it's better to pour money in a low-cost index fund instead of making risky, high-stakes investments in wheeling-and-dealing mutual funds. ABOUT THE AUTHOR: John C. Bogle is the

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founder and now-retired CEO of the Vanguard Mutual Fund Group, an American investment management company. His other books include the bestselling *Common Sense on Mutual Funds*. (c) [John C. Bogle] *The Little Book of Common Sense*

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John Bogle puts our obsession with financial success in perspective

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Throughout his legendary career, John C. Bogle-founder of the Vanguard Mutual Fund Group and creator of the first index mutual fund-has helped investors build wealth the right way and led a tireless campaign to restore common sense to the investment world.

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Along the way, he's seen how destructive an obsession with financial success can be. Now, with *Enough.*, he puts this dilemma in perspective. Inspired in large measure by the hundreds of lectures Bogle has delivered to professional groups and

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college students in recent years,
Enough. seeks, paraphrasing Kurt
Vonnegut, "to poison our minds with a
little humanity." Page by page, Bogle
thoughtfully considers what "enough"
actually means as it relates to money,
business, and life. Reveals Bogle's

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unparalleled insights on money and what we should consider as the true treasures in our lives Details the values we should emulate in our business and professional callings Contains thought-provoking life lessons regarding our individual roles in society Written in a

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straightforward and accessible style, this unique book examines what it truly means to have "enough" in world increasingly focused on status and score-keeping.

□ There are a few investment managers, of course, who are very good □ though

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in the short run, it's difficult to determine whether a great record is due to luck or talent. Most advisors, however, are far better at generating high fees than they are at generating high returns. In truth, their core competence is salesmanship. Rather

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than listen to their siren songs,
investors — large and small — should
instead read Jack Bogle's *The Little
Book of Common Sense Investing*. —
Warren Buffett, Chairman of Berkshire
Hathaway, 2014 Annual Shareholder
Letter. Investing is all about common

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sense. Owning a diversified portfolio of stocks and holding it for the long term is a winner's game. Trying to beat the stock market is theoretically a zero-sum game (for every winner, there must be a loser), but after the substantial costs of investing are

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deducted, it becomes a loser's game. Common sense tells us—and history confirms—that the simplest and most efficient investment strategy is to buy and hold all of the nation's publicly held businesses at very low cost. The classic index fund that owns this

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market portfolio is the only investment that guarantees you with your fair share of stock market returns. To learn how to make index investing work for you, there's no better mentor than legendary mutual fund industry veteran John C. Bogle. Over the course of his long

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career, Bogle—founder of the Vanguard Group and creator of the world's first index mutual fund—has relied primarily on index investing to help Vanguard's clients build substantial wealth. Now, with *The Little Book of Common Sense Investing*, he wants to help you

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do the same. Filled with in-depth insights and practical advice, *The Little Book of Common Sense Investing* will show you how to incorporate this proven investment strategy into your portfolio. It will also change the very way you think about investing.

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Successful investing is not easy. (It requires discipline and patience.) But it is simple. For it's all about common sense. With *The Little Book of Common Sense Investing* as your guide, you'll discover how to make investing a winner's game: Why

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business reality—dividend yields and earnings growth—is more important than market expectations How to overcome the powerful impact of investment costs, taxes, and inflation How the magic of compounding returns is overwhelmed by the tyranny of

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compounding costs What expert
investors and brilliant academics—from
Warren Buffett and Benjamin Graham
to Paul Samuelson and Burton
Malkiel—have to say about index
investing And much more You'll also
find warnings about investment fads

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and fashions, including the recent stampede into exchange traded funds and the rise of indexing gimmickry. The real formula for investment success is to own the entire market, while significantly minimizing the costs of financial intermediation.

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That's what index investing is all about. And that's what this book is all about.

John C. Bogle shares his extensive insights on investing in mutual funds
Since the first edition of Common Sense on Mutual Funds was published

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in 1999, much has changed, and no one is more aware of this than mutual fund pioneer John Bogle. Now, in this completely updated Second Edition, Bogle returns to take another critical look at the mutual fund industry and help investors navigate their way

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through the staggering array of investment alternatives that are available to them. Written in a straightforward and accessible style, this reliable resource examines the fundamentals of mutual fund investing in today's turbulent market

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environment and offers timeless advice in building an investment portfolio. Along the way, Bogle shows you how simplicity and common sense invariably trump costly complexity, and how a low cost, broadly diversified portfolio is virtually assured of

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outperforming the vast majority of
Wall Street professionals over the long-
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regulatory changes in the mutual fund industry Other titles by Bogle: The Little Book of Common Sense Investing and Enough. Securing your financial future has never seemed more difficult, but you'll be a better investor for having read the Second Edition of

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Common Sense on Mutual Funds.

Morningstar Guide to Mutual Funds

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Preparing for Prosperity, Armageddon,
and Everything in Between

Why Simplicity Trumps Complexity in
Any Investment Plan

A simple guide to a smarter
strategy for the individual investor
A Wealth of Common Sense sheds

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a refreshing light on investing, and shows you how a simplicity-based framework can lead to better investment decisions. The financial market is a complex system, but that doesn't mean it requires a complex strategy; in fact, this false premise is the driving force behind

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many investors' market "mistakes." Information is important, but understanding and perspective are the keys to better decision-making. This book describes the proper way to view the markets and your portfolio, and show you the simple strategies that make investing more

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profitable, less confusing, and less time-consuming. Without the burden of short-term performance benchmarks, individual investors have the advantage of focusing on the long view, and the freedom to construct the kind of portfolio that will serve their investment goals

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best. This book proves how complex strategies essentially waste these advantages, and provides an alternative game plan for those ready to simplify. Complexity is often used as a mechanism for talking investors into unnecessary purchases, when

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all most need is a deeper understanding of conventional options. This book explains which issues you actually should pay attention to, and which ones are simply used for an illusion of intelligence and control. Keep up with—or beat—professional money

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managers Exploit stock market
volatility to your utmost advantage
Learn where advisors and
consultants fit into smart strategy
Build a portfolio that makes sense
for your particular situation You
don't have to outsmart the market if
you can simply outperform it. Cut

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through the confusion and noise
and focus on what actually matters.

A Wealth of Common Sense clears
the air, and gives you the insight
you need to become a smarter,
more successful investor.

The founder of the Vanguard Group
offers an analysis of mutual fund

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investment, discussing the significance of asset allocation, the benefits of simplicity, index funds, tax costs, information technologies, and other investment principles

Paul Cabot (1898–1994) was an innovative mutual fund manager and executive known for his strong

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character, charismatic personality, and trendsetting financial achievements. Iconoclastic and rebellious, Cabot broke free from the Boston Brahmin trustee mold to pursue new ways of investing and serving investment clients. Cabot founded one of the first mutual

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funds—State Street Investment Corporation—in the early 1920s, campaigned against the corrupt practices of certain other funds in the late 1920s, and lobbied on behalf of key New Deal securities legislation in the 1930s. As Harvard University treasurer, he increased

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the allocation of the endowment to equities just in time for the bull market of the 1950s, and as a corporate director in the 1960s he campaigned against conglomerates' abusive takeover strategies. Having spent nearly two decades working for Cabot's company, State Street

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Research & Management, as an analyst, research director, portfolio manager, and chief investment officer, Michael R. Yogg is well positioned to share the secrets behind Cabot's extraordinary success and relate the life of an extraordinary man. Cabot pioneered

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the use of fundamental stock analysis and was likely the first to take up the progressive practice of interviewing company managements. His accomplishments all stemmed from his passion for facts, finance, and creative thinking, as well as his

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unbreakable will, facets Yogg illuminates through privileged access to Cabot's papers and a wealth of interviews.

A leading hedge-fund industry insider reveals the secrets and lessons of such top investors as John Paulson, David Tepper and

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Bill Ackman, sharing tangible, analytical insight into the psychology of trading while providing coverage of a range of strategy types, from Long/Short and Value to Distressed and Commodities.

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Intelligent Investor

New Imperatives for the Intelligent
Investor

Enough

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Summary Analysis Of The Little
Book of Common Sense Investing

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By John C. Bogle

The Little Book of Common Sense
Investing

Common Sense on Mutual Funds
(Summary)

The seminal work on mutual
funds investing is now a
Wiley Investment Classic

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Certain books have redefined the way we view the world of finance and investing—books that should be on every investor's shelf. Bogle On Mutual Funds—the definitive work on mutual fund investing by one of

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finance's great
luminaries—is just such a
work, and has been added to
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collection. Updated with a
new introduction by expert
John Bogle, this

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comprehensive book provides investors with the wisdom of the pioneer of mutual funds to help you identify and execute the ideal mutual fund investment choices for your portfolio. The former Vanguard Chief Executive,

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Bogle has long been mutual funds' most outspoken critic; in this classic book, he provides guidance on what you should and shouldn't believe when it comes to mutual funds, along with the story of

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persistence and perseverance that led to this seminal work. You'll learn the differences between common stock, bond, money market, and balanced funds, and why a passively managed "index" fund is a smarter investment

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than a fund managed by someone making weighted bets on individual securities, sectors, and the economy. Bogle reveals the truth behind the advertising, the mediocre performance, and selfishness, and highlights

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the common mistakes many
investors make. Consider the
risks and rewards of
investing in mutual funds
Learn how to choose between
the four basic types of
funds Choose the lower-cost,
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a Bangalore apartment what would become India's biggest e-commerce startup.

Established in October 2007, Flipkart began as an online bookstore and soon came to be known for its 'customer obsession'. As the startup's

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reputation grew, so did its value, with venture capitalists in India and abroad lining up to invest heavily in the company that stood for bold ambition, unabashed consumerism and the virtues of technology.

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occupation. But it is also a story of big money, power and hubris, as both business and interpersonal complexities weakened the founders' control over their creation and forced them to sell out to a retailer whose

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dominance they had once
dreamt of emulating.

Flipkart's auction involved
some of the corporate
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correspondent, the incredible true story of the iconoclastic geeks who defied conventional wisdom and endured Wall Street's scorn to launch the index fund revolution, democratizing investing and saving hundreds of billions of dollars in fees that would have otherwise lined fat cats' pockets. Fifty years ago, the

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Manhattan Project of money management was quietly assembled in the financial industry's backwaters, unified by the heretical idea that even many of the world's finest investors couldn't beat the market in the long run. The motley crew of nerds—including economist wunderkind Gene Fama, humiliated industry executive

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Jack Bogle, bull-headed and computer-obsessive John McQuown, and avuncular former WWII submariner Nate Most—succeeded beyond their wildest dreams. Passive investing now accounts for more than \$20 trillion, equal to the entire gross domestic product of the US, and is today a force reshaping markets,

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finance and even capitalism itself in myriad subtle but pivotal ways. Yet even some fans of index funds and ETFs are growing perturbed that their swelling heft is destabilizing markets, wrecking the investment industry and leading to an unwelcome concentration of power in fewer and fewer hands. In Trillions,

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Many people have wished that at one time or another because it often feels as though the financial sector speaks a different language. The inaccessibility of their terminology often handicaps people from making investments and taking charge of their finances because they feel uneducated and disempowered.

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Fortunately, The Little Book of Common Sense Investing (2017) allows you to reclaim control and develop an understanding of core investment concepts! Written by legendary CEO and mutual fund industry veteran John C. Bogle, this book makes the complex simple and provides you with an easy, common

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*Recommended Reading by Warren Buffet
in his March 2013 Letter to Shareholders
How speculation has come to dominate
investment—a hard-hitting look from the
creator of the first index fund. Over the
course of his sixty-year career in the
mutual fund industry, Vanguard Group
founder John C. Bogle has witnessed*

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a massive shift in the culture of the financial sector. The prudent, value-adding culture of long-term investment has been crowded out by an aggressive, value-destroying culture of short-term speculation. Mr. Bogle has not been merely an eye-witness to these changes, but one of the financial sector's most

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active participants. In The Clash of the Cultures, he urges a return to the common sense principles of long-term investing. Provocative and refreshingly candid, this book discusses Mr. Bogle's views on the changing culture in the mutual fund industry, how speculation has invaded our national retirement system, the failure of

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our institutional money managers to effectively participate in corporate governance, and the need for a federal standard of fiduciary duty. Mr. Bogle recounts the history of the index mutual fund, how he created it, and how exchange-traded index funds have altered its original concept of long-term investing.

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He also presents a first-hand history of Wellington Fund, a real-world case study on the success of investment and the failure of speculation. The book concludes with ten simple rules that will help investors meet their financial goals. Here, he presents a common sense strategy that "may not be the best strategy ever

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devised. But the number of strategies that are worse is infinite." The Clash of the Cultures: Investment vs.

Speculation completes the trilogy of best-selling books, beginning with Bogle on Investing: The First 50 Years (2001) and Don't Count on It! (2011)

This book is going to teach you how to be

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financially responsible of your finances! It is going to remove the jargon of the investment world. I am going to give you the knowledge needed to make decisions on your life goals.

Bogle On Mutual Funds

The Clash of the Cultures

Empire of the Fund

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*The Bogleheads' Guide to the Three-Fund
Portfolio*

*Mutual Fund Investing on a Budget for
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bookshelf. Published in 1999, at the height of a notorious stock market bubble, it was a rare, sage, clear-eyed appraisal of investment reality. It remains relevant. Author John C. Bogle argues so strenuously for a low-

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cost, passive investment approach based on index funds that you could almost accuse him of marketing hype. After all, he did start Vanguard, an investment company best known for its low-cost index funds.

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However, the evidence he presents to back up everything he says exonerates him fully. Today's investors are not quite as eager as investors were in the 1990s to believe in the impossible dream of infinite

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wealth from the stock market. Still, many people waste their time and money trying to beat a market that the best financial research unequivocally shows is, for most people and over the long run, unbeatable. Bogle

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***explains why, while
recommending much-needed
reform of the mutual fund
industry. Book Publisher: Wiley
In 2005, Joel Greenblatt
published a book that is already
considered one of the classics of***

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finance literature. In The Little Book that Beats the Market—a New York Times bestseller with 300,000 copies in print—Greenblatt explained how investors can outperform the popular market averages by

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***simply and systematically
applying a formula that seeks out
good businesses when they are
available at bargain prices. Now,
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updates and expands upon the research findings from the original book. Included are data and analysis covering the recent financial crisis and model performance through the end of 2009. In a straightforward and

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***accessible style, the book
explores the basic principles of
successful stock market
investing and then reveals the
author's time-tested formula that
makes buying above average
companies at below average***

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prices automatic. Though the formula has been extensively tested and is a breakthrough in the academic and professional world, Greenblatt explains it using 6th grade math, plain language and humor. He shows

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how to use his method to beat both the market and professional managers by a wide margin. You'll also learn why success eludes almost all individual and professional investors, and why the formula will continue to work

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even after everyone “knows” it. While the formula may be simple, understanding why the formula works is the true key to success for investors. The book will take readers on a step-by-step journey so that they can learn

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***the principles of value investing
in a way that will provide them
with a long term strategy that
they can understand and stick
with through both good and bad
periods for the stock market. As
the Wall Street Journal stated***

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about the original edition, “Mr. Greenblatt...says his goal was to provide advice that, while sophisticated, could be understood and followed by his five children, ages 6 to 15. They are in luck. His ‘Little Book’ is

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***one of the best, clearest guides
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global company of 16,000
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***ordinary, untrained, busy
citizens can successfully
manage trillions of dollars in a
financial system dominated by
wealthy, skilled, and powerful
financial institutions, many of
which have a record of***

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treating individual investors shabbily. The key tools in our 401(k) plans and individual retirement accounts are mutual funds, which have ballooned to hold more than \$16 trillion. But these funds

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pose dangers to our savings in three ways: through structural vulnerabilities that give money managers the incentive to focus on marketing over investing; through the very human challenges of managing

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our savings decades into the future; and through the peril of financial professionals behaving badly, to our economic harm. Though Americans often hear of the importance of low fees in fund

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investing, few are aware of the astonishing panoply of ways that some financial advisers have illegally diverted money out of mutual funds: from abetting hedge funds to trade after the legal deadline, to

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inflating the assets on which they are paid a percentage, to paying kickbacks for brokers to sell their funds. This book will forewarn and forearm Americans by illustrating the structural flaws, perverse

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***incentives, and litany of
scandals that have bedeviled
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forth a pair of policy solutions
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markets, and our
communities--interact, why
things begin to break down,
and how we can find our way
back to a more secure and***

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***stable plane. The "third pillar"
of the title is the community
we live in. Economists all too
often understand their field as
the relationship between
markets and the state, and
they leave squishy social***

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issues for other people. That's not just myopic, Rajan argues; it's dangerous. All economics is actually socioeconomics - all markets are embedded in a web of human relations, values and norms. As he

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***shows, throughout history,
technological phase shifts
have ripped the market out of
those old webs and led to
violent backlashes, and to
what we now call populism.
Eventually, a new equilibrium***

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***is reached, but it can be ugly
and messy, especially if done
wrong. Right now, we're doing
it wrong. As markets scale up,
the state scales up with it,
concentrating economic and
political power in flourishing***

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***central hubs and leaving the
periphery to decompose,
figuratively and even literally.
Instead, Rajan offers a way to
rethink the relationship
between the market and civil
society and argues for a return***

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***to strengthening and
empowering local communities
as an antidote to growing
despair and unrest. Rajan is
not a doctrinaire conservative,
so his ultimate argument that
decision-making has to be***

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***devolved to the grass roots or
our democracy will continue to
wither, is sure to be
provocative. But even setting
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offering of a wise,
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***underscores, past
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message--'truly diversify, keep it simple, focus on costs, and stick with it'--is not only timeless, it is priceless." --John C. Bogle, founder and former CEO, The Vanguard Group
"Successful investors know

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they must do their own due diligence. Morningstar has done much of that homework in this guide. Leave it to Morningstar to get it right, offering smart ways to pick, build and monitor a portfolio.

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there's a book. You'll find everything here you need to know about managing fund investments, inside or outside a 401(k)." --Jane Bryant Quinn, Newsweek columnist and author of Making the Most of

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invested in Vanguard's original index fund. But what a triumph it has been. And what a focused and passionate drive it took: it is a zero-sum game and only costs are

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certain. Thank you, Jack."

—JEREMY GRANTHAM,

Cofounder and Chairman,

GMO "On finance, Jack

Bogle thinks

unconventionally. So, this

sound rebel turns out to

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be right most of the time.
Meanwhile, many of us
sometimes engage in self-
deception. So, this book
will set us straight. And
in the last few pages,
Jack writes, and I agree,

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that Peter Bernstein was a
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—JEAN-MARIE EVEILLARD,

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