

The Shocking Impact “Wall Street” has on “Main Street” Investors!

A problem of crisis proportions in America...

Senator Paul S. Sarbanes stated that “financial illiteracy is exacerbated by weak regulations, limited enforcement of financial protection laws that do exist and the lack of structured financial education.” – realtytimes.com

Only three states mandate a full semester of personal finance education in high school. 17 states cram personal finance lessons into other subjects. 30 states teach nothing about finances in high school. – fool.com

A book that describes a possible solution...

“This is one of the smartest books of the decade!”

“This is one of the smartest books of the decade! It is thoughtful, entertaining and enlightening. Written by an investment industry “insider”, the author reveals industry weaknesses and hidden secrets,-notably how they pile on fee after fee, effectively lowering investor’s returns by up to 80%. I can warmly recommend this book to any person interested in improving the return on his or her investment portfolio performance. Kneisley’s thoughts are in line with academic research. I am not aware of any finance professor entrusting their money to ‘actively managed’ funds rather than the recommended ‘passive’ investments.”

- Professor Juergen Huber, department of banking and finance, Innsbruck University School of Management, University of Innsbruck, AUSTRIA.

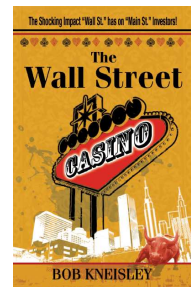


Bob Kneisley (Nys-lee)

As a past Investment Instructor for the American College author Bob Kneisley knows first-hand how boring textbooks can be. That’s why he has written a street-smart book that explains the impact that “Wall Street” continues to have on “main street” investors. The book is entitled “The Wall Street Casino” and it combines fantasy with education in a whimsical, intriguing and enjoyable fashion...to keep the reader turning the pages.

The book reveals the many advantages of “passive” index fund investing and the shocking disadvantages retail mutual funds provide investors. Kneisley highlights the dangers of poor industry regulation while suggesting an ultimate solution. Competitive titles would include “A Random Walk Down Wall Street” by Burton G. Malkiel, author and Nobel Prize recipient and “The Little Book of Common Sense Investing” by John C. Bogle, the founder of Vanguard Funds.

The target market for “The Wall Street Casino” book consists of personal finance and investing book buyers and those seeking education in the field in wealth building.



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“The Wall Street Casino” is available at
www.thecasinoobook.com