

# PRODUCER'S GUIDE TO "The Wall Street Casino"

We know that you are very busy... and that you must review many books. For those reasons, we offer this brief "book map" to help you structure a great interview for your listeners! We're proud to help. Please choose your area of interest and let us know before the interview so that we can properly prepare.

## POTENTIAL STORY LINES CAN RELATE TO CURRENT FINANCIAL NEWS OR...

- |   |                                      |
|---|--------------------------------------|
| 1. What "Wall Street" Can't Tell You!         | 6. Portfolio Losses Got You Down?    |
| 2. Financial Facts You Missed!                | 7. Tired of Portfolio Fees...Yet?    |
| 3. How to Protect Your Wealth!                | 8. Are You Financially Impaired?     |
| 4. Is Your Stock Broker Financially Impaired? | 9. "Wall Street" Secrets Revealed!   |
| 5. Who Abducted Your Mutual Fund?             | 10. How to Achieve a Wealthier Life! |

## SUGGESTED LEAD-IN: Financial Illiteracy in America...

### 1. Education

Mutual Fund Ratings: (Pg. 69)  
Investor Fund Holding Periods: (Pg. 69)  
Maniacal Math: (Pg. 70)  
Trading Costs and Turnover Rates: (Pg. 85)  
Investment Comparisons: (Pg. 126)  
Educating Children About Investing: (Pg. 130)

Sharpe's Measure: (Pg. 136)  
SEC Legal Settlements: (Pg. 141-142)  
Mutual Fund Deficiencies: (Pg. 143)  
Why Fee-Only Advisors?: (Pg. 145)  
Passive Investment Advantages: (Pg. 147)  
Asset Class Investment Process: (Pg. 148)

### 2. Controversy

"Active" Fund Performance: (Pg. 8)  
Lack of Performance Persistence: (Pg. 8-9)  
"Active" Investing Flaws: (Pg. 76)  
Passive vs. Hyperactive Outliers: (Pg. 86)  
Uninformed vs. Informed Investors (Pg. 87)  
The Next Investment Blunder: (Pg. 88)  
Investor's Expectations: (Pg. 103)

"Passive" Strategies: (Pg. 104)  
Risk Tolerance Ladder: (Pg. 105)  
Herd Mentality: (Pg. 106)  
Modern Portfolio Theory: (Pg. 107)  
"Wall Street" Culture Weakness: (Pg. 134-135)  
"Wall Street" Hiring Practices: (Pg. 138)  
"Wall Street" Sales Practices: (Pg. 139-140)

### 3. Behavioral Finance

Narrow Framing: (Pg. 100)  
Mental Accounting: (Pg. 100)  
Hindsight Bias: (Pg. 100)

"Media Response" Syndrome: (Pg. 106)  
Herd Mentality: (Pg. 106)

### 4. Passive Investment Solutions

"Active" Investment Inefficiency Graph: (Pg. 48)  
Stock Market Annual Returns Graph: (Pg. 56)  
Importance of Asset Allocation: (Pg. 56)

Investor Holding Period Bar Chart: (Pg. 69)  
Trading Costs and Turnover Rate Studies: (Pg. 85)

### 5. Regulatory Concerns

SEC Legal Settlements: (Pg. 141-142)  
Commodities Futures Trading Commission and Gasoline

Influence of Self-Regulatory Bodies: (Pg. 84)  
Cost Volatility: (Pg. 153-164)