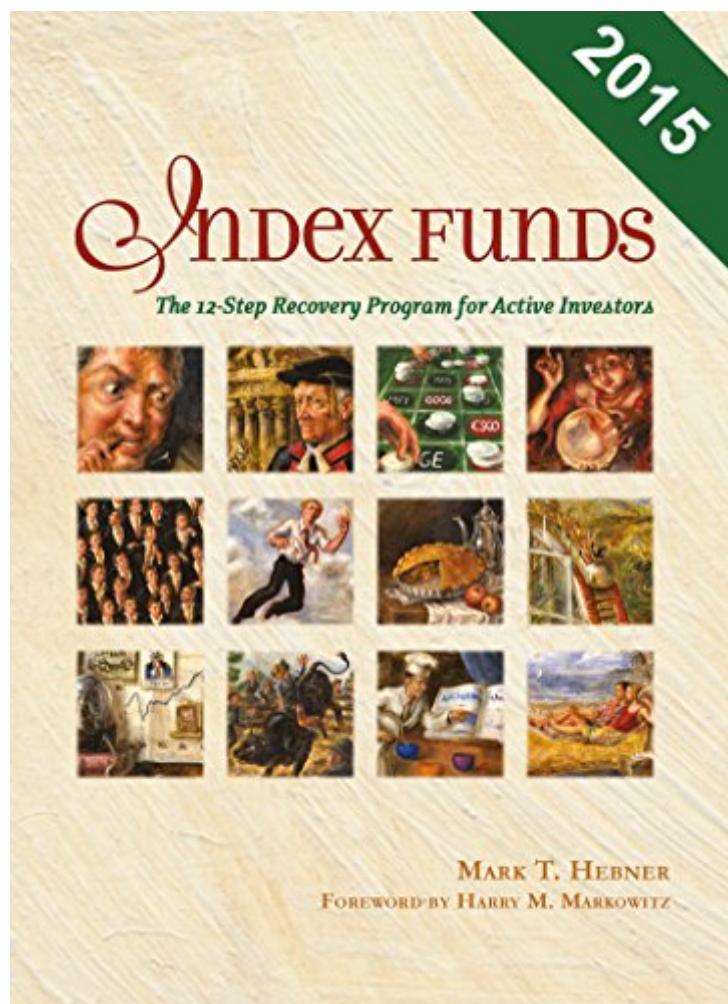


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# Index Funds: The 12-Step Recovery Program For Active Investors



## **Synopsis**

UPDATED for 2015 - This book reveals the potential land mines and pitfalls of active investing and educates readers on the benefits of passive investing with index funds. Hebner's book details the possible perils associated with stock picking, mutual fund manager picking, market timing, and other wealth depleting behaviors. This 12-Step Program teaches the differences between active and passive investing, explains the emotional triggers that impact investment decisions, and offers an enlightening education on science-based investing that may forever change the way an investor perceives the stock market. Hebner sets forth a sound strategy that involves risk-appropriate investing that may empower investors to lead a more profitable and relaxed life.

## **Book Information**

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## **Customer Reviews**

This book makes a prolific, historical documented case for index fund investing. Mark Hebner persistently and convincingly takes apart Wall St. and exposes the long-time falsehoods of the mutual fund, active management, and brokerage industry. This is all uniquely packaged in an incredible visual journey - with rich illustrations that brings everything to life. This book raises the bar simply for what a modern-day finance book should be. The amount of documentation and proof is

incredible alone. You will see many graphs and data sets that are not published elsewhere. Nobody beats the markets for very long and the road to speculation which non-indexers do, leads often to ruin. Wall St. simply runs an endless beauty pageant - that delivers short. Buy this book, index invest, and receive the fair market return you deserve. His research is documented by nobel laureate academics and topical industry evidence he meticulously obtained for our benefit. For example, he highlights info such as how little return the big brokerage clients have received as opposed to the robust returns of index fund investors/clients of index-based advisory firms. As a final note, Mark has keen foresight (he wrote the first edition in 2007 and the namesake of his firm hinges on indexing = IFA = Index Fund Advisors) is proof of the pudding. Index fund investing is now finally mainstream as the lessons of this book has foretold. Vanguard is now the largest mutual fund firm (an index fund company) and DFA (Dimensional Funds - an index fund company) is one of the fastest growing fund firms. It's a great time to be an index fund investor. Indexes have everything to gain vs. active managers = much to lose. Thank you to these hard working, passionate & ethical figures of finance today. You'll find a treasure of info here and an author that delivers on his work.

The basic facts to be culled from this book are....1. To successfully out perform the market you must pick investments at a positive rate of 74% or better.2. The best "so called" financial analyst "guru's" forecast accuracy (between 1997 and 2011) range from a 26% to 67% success rate....these people don't dabble, they forecast for a living.3. ALL legitimate financial geniuses with decades of experience agree that trying to time the market will make brokers rich and you poor.4. Investing in a passively managed index fund will allow you to reap returns at market levels while providing you with the ability to achieve peace of mind.5. If you must gamble, budget for a trip to Vegas and only lose what you can afford to while actually having fun!

I own the original and much larger, "Index Funds" book by author, Mark Hebner. I was pleased to see he has updated the original with a shorter edition. I wasted no time reading it. I have read hundred's of financial books and this book is the most beautiful with dozens of artistic pictures and graphs to give the reader an enjoyable reading experience. Mr. Hebner uses his vast knowledge of stock market history to inform and persuade, even the most skeptical, that indexing is now the smart way for individuals to invest. Jack Bogle will be pleased. Taylor LarimoreMiami, Florida

This 12-Step Program is superb!! It-teaches the differences between active and passive investing, deals with the volatility of the emotional CYCLES that impact investment decisions, and offers an

enlightening education on science-based investing that may forever change the way an investor perceives the stock market. Mark Hebner has sound strategy that involves risk-appropriate investing that may empower investors to lead a more profitable, outcome. **MARK IS AN EXPERT IN THIS ARENA** Don Lavoie Ph.D. Developmetrics CEO

Building upon the academic works of Markowitz, Fama, French, Ibbotson and many other notable "pillars of finance", Mark Hebner has added his own research and style in this most enlightening and entertaining book. Written in sophisticated yet easily understandable language for the layman, you will learn how to invest wisely based upon sound academic and statistically significant research; and, equally important, how to avoid investing on the "noise" of the moment. This work ranks right up there with the books written by such greats as Jack Bogle, Benjamin Graham and Roger Hagstrom.

I've been aware of this 12-step outline for several years now, and the material covered here is fundamentally important to a passive investment approach. The oil paintings may be a bit hokey, the lead lines catchy, but the philosophy and underlying research materials are substantial.

This book in its own right is truly a masterpiece, demystifying investing and telling it like it is, cutting through a number of misnomers and plainly spelling out just what it takes to realize honest returns on your portfolio. Like a parable, it takes you on a structured journey and ultimately leads to an epiphany-bound end, one in which you'll be thankful for arriving to. We need more proponents of proper investing like Mark Hebner; he casts a ton of light in an otherwise murky and muddled landscape; investing for your future doesn't need to be overly complicated, do yourself a great favor and service by picking up this book; the wisdom that Mark imparts is priceless. Well written and backed by a massive amount of historical data, you'll see the light too, this I'm sure of.

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