Wall Street's Just Not That into You: An Insider's Guide to Protecting and Growing Wealth

Roger Davis
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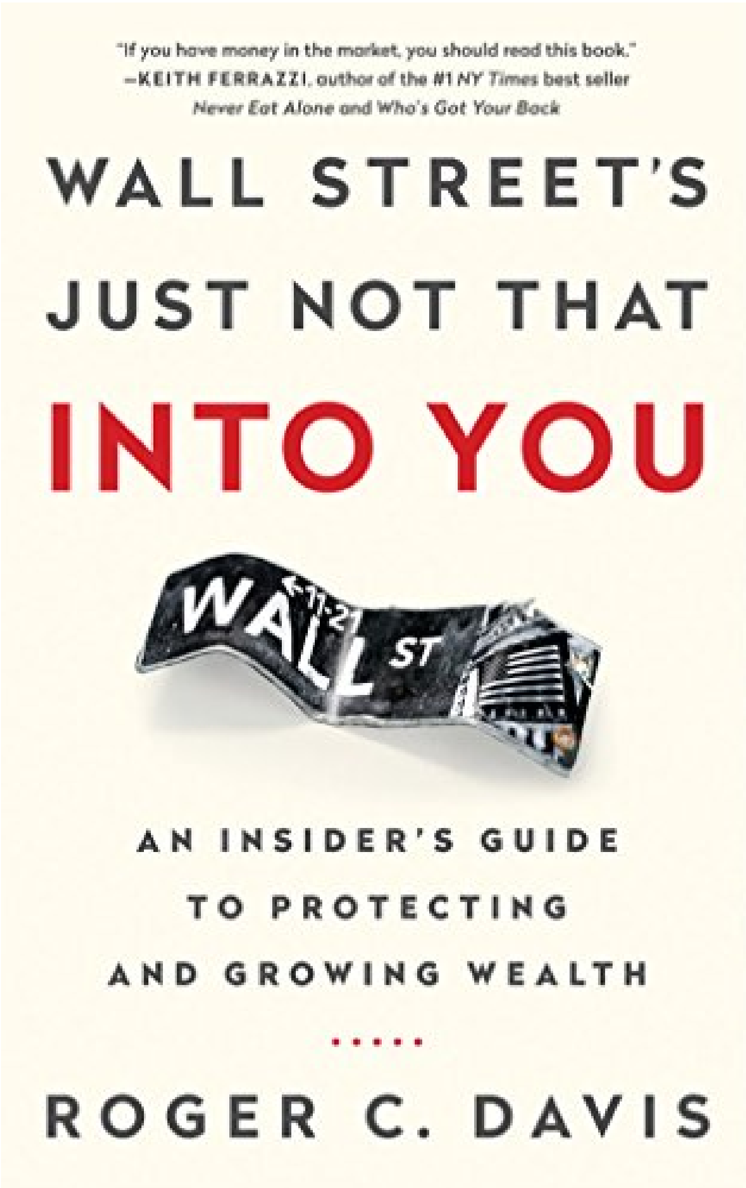

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Roger Davis : Wall Street's Just Not That into You: An Insider's Guide to Protecting and Growing Wealth before purchasing it in order to gage whether or not it would be worth my time, and all praised Wall Street's Just Not That into You: An Insider's Guide to Protecting and Growing Wealth:

6 of 6 people found the following review helpful. Fails to deliver actionable adviceBy David GustafsonWhen this

book was available on Kindle for a buck I thought it would be worth finding out what would be said about 'protecting and growing wealth' in a time of economic peril. What I found was disappointing. Although the general concepts are sound (such as starting by understanding your needs and wants, both now and in the future, especially in retirement, and making a plan based on those discoveries), that kind of advice has been covered many other places before. So what about the specific bit of wealth protection and growth? As another review noted, the recommendations here are definitely counter to the 'buy and hold' mentality, but there are precious few details about what should be done instead. Well maybe that's not quite right -- the advice throughout the book is to buy when things are low, even if they are not still at the bottom, and sell when they're high, even if they are already past their peak. I think there is just one page in the book that tries to be more specific than that, and it basically says to compare the current price of the equity to the 200 day moving average. That's it, except for the open invitation at the end of the book to contact the author's wealth management firm. It seemed like the author was sincere about giving guidance for how to make financial decisions by thinking about more than just obtaining money and assets, but that's not why I picked up this book -- I wanted to understand something about the author's methods. The advice I wanted to find here was something more than 'become my client,' but in the end that seemed to be the message. And earlier in the book there were a couple observations about the kinds of affluent people that should consider this type of approach, one of which implied it would be people like those who can afford to give a BMW as a graduation gift, which the book points out certainly wouldn't include those making only $200K per year because that's just not feasible. So I think I can safely say this book's advice is not for me.11 of 12 people found the following review helpful. Earnest But Mistaken AdviceBy ChuckThis book disparages what it terms "buy-hold-and-hope" investing, which it repeatedly claims is what Wall Street wants you to do. This is an odd claim because most stock brokers would likely prefer that you adopt the active investing approach that the book touts--an approach that involves relatively high costs in fees and commissions and, I dare say, an approach from which the author has reaped profit. The book ignores the hundreds of studies offering substantial evidence that trying to pick stocks and time the market is poor strategy compared to a passive buy-and-hold approach using, for example, index funds. I suggest that before they invest their hard-earned money, readers take a look at the latest edition of Burton Malkiel's classic, A Random Walk Down Wall Street.0 of 0 people found the following review helpful. Not UsefulBy Paul KellerA lot of jargon and not much useful information on alternative assertive investing.

Do you consider yourself a long-term investor? If so, chances are you have parked your money with an advisor and pay little attention to its performance and even less to the amount of risk in your portfolio. You may be told by Wall Street to buy stocks or funds and hold them, or to create a diverse portfolio to protect yourself from risk and downturns in the market. Truth be told, new studies show this approach may not be serving the long-term investor well.nbsp; In his new book, Roger Davis reveals point-blank that Wall Street's just not that into you. Drawing on an investment career spanning more than two decades, Davis delivers a dynamic and deadly accurate analysis of Wall Street's "one-size-fits-all" approach--and why even wealthy investors should be wary.nbsp; Davis, who has two decades of experience managing funds, raises valid questions about traditional investment techniques, exposing the inherent dangers of relying on any one technique as a primary risk management tool. As a reader, you will be taught critical, innovative strategies like how to stress test your portfolio and "lose your losers." Davis reveals that most investors are less concerned about making a sizeable return on their investments than they are about protecting their wealth; yet many investors have the same unprotected exposure to the stock market that they did in 2008. This book offers investors specific steps they can take to reduce investment risk and the right questions to ask of their current advisors to understand whether they should make a change. Refreshingly candid and highly informative, Wall Street's Just Not That Into You offers a bold and thought-provoking alternative to the many books that offer up the same old principles of years gone by.

About the AuthorRoger C. Davis is a founding partner of Woodridge Capital Portfolio Management, Woodridge Wealth Management and runs the operations of Woodridge Equity Partners, LP. He began his money management career at Dean Witter Reynolds in 1992. After working for JC Bradford Co. and its successors, Roger was a Senior Vice President at UBS prior to the founding of WCPM. During his time at Wall Street firms he was a fixed income advisor to Deposit Guaranty National Bank and an equity manager for a large educational endowment. Roger received a BBA from the University of Mississippi in 1991. He lives in Los Angeles with his wife and two children.