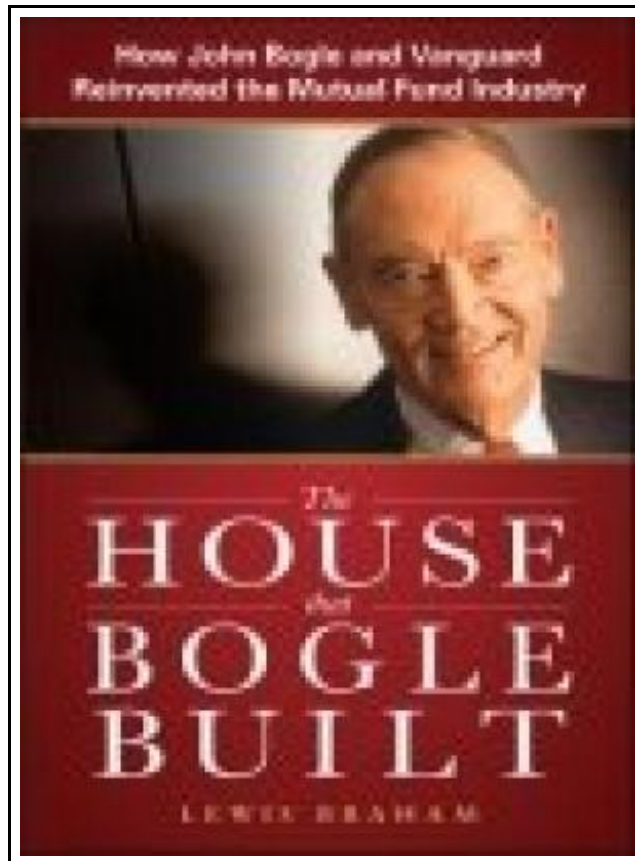


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THE HOUSE THAT BOGLE BUILT: HOW JOHN BOGLE AND VANGUARD REINVENTED THE MUTUAL FUND INDUSTRY



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Tata McGraw-Hill Education Pvt. Ltd, 2011. Softcover. Condition: New. First edition. The House That Bogle Built tells the story of John Bogle, the founding of The Vanguard Group in 1975, and his outlook on the future of investing. It highlights Bogle's revolutionary, iconoclastic nature and his goal of keeping costs low and the interests of investors his top priorities-which was in stark contrast to others in the mutual fund business who were greedy for higher sales profits and management fees. Bogle quickly developed a reputation as being the "conscience" of the industry and has since been revered for helping reform its practices. Featuring never-before-published research and interviews with Bogle himself, The House That Bogle Built covers Bogle's views about Vanguard, his successor Jack Brennan, and the current crisis in the world of investing. Bogle firmly believes that investors, who own 70 percent of the shares of large public companies, have done far too little to ensure that large companies avoid financial recklessness. Table of Contents: CHAPTER 1 The Sopwith Camel CHAPTER 2 The Mutual Fund Pioneer CHAPTER 3 "He Knows More About the Fund Business than We Do" CHAPTER 4 A Marriage Made in Heaven CHAPTER 5 Irreconcilable Differences CHAPTER 6 From the Deck of HMS Vanguard CHAPTER 7 Cutting the Gordian Knot CHAPTER 8 The Vanguard Manual CHAPTER 9 Creating Loyalty and Respect CHAPTER 10 The Great Bull Market CHAPTER 11 "The Devil's Invention" CHAPTER 12 The Two Jacks CHAPTER 13 "Don't Call Me a Gadfly" CHAPTER 14 St. Jack CHAPTER 15 The Rise of the Speculator CHAPTER 16 The Spirit of Mutuality CHAPTER 17 The Heart of the Matter CHAPTER 18 The Future of Indexing CHAPTER 19 The Future of Vanguard ACKNOWLEDGMENTS NOTES INDEX Printed Pages: 320.

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