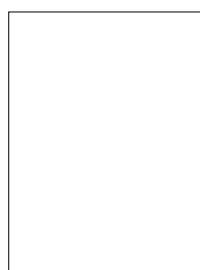


(CONTINUED FROM FRONT FLAP)

THE PITCH—The marketing schemes designed for one thing and one thing only—to separate you from your money

It's that bad . . . but there is a light at the end of the tunnel. *Backstage Wall Street* gives you the knowledge you need to make the right decisions at the right time. And Brown names names—specifically, the products you need to avoid. He calls them “murderholes,” and they're propagating at an alarming rate.

Backstage Wall Street is about seeing reality for what it is and adjusting your actions accordingly. It's about learning who and what to steer clear of at all times. And it's about setting the stage for a bright financial future—your own way.



JOSHUA M. BROWN is the vice president of investments at Fusion Analytics Investment Partners. He created TheReformedBroker.com, which was listed by the *Wall Street Journal* as one of the top 10 must-read financial blogs. Brown lives in New York City.

ALSO AVAILABLE AS AN EBOOK

JACKET DESIGN BY TY NOWICKI
JACKET IMAGES © ??????????

The McGraw-Hill Companies

INVESTING

CHANCES ARE YOU HAVEN'T BEEN MAKING THE BEST POSSIBLE INVESTING DECISIONS. WHY? BECAUSE THAT'S HOW WALL STREET WANTS IT.

Sure to be a revelation to even the savviest financial professional, *Backstage Wall Street* is a brutally honest look at the investment business from a veteran who's seen it all. “Reformed” Wall Street insider, Joshua M. Brown offers clear and proven advice on how to navigate all the snares set by the lords of Wall Street.

“The pages of this book are filled with colorful exposes of misconduct in the way Wall Street presents and sells itself (and its financial products offerings!). . . . Run don't walk to read the Brown's chronicles of deception from those wonderful folks on Wall Street that nearly bankrupted the world's financial system a few short years ago.”

—DOUGLAS A. KASS, SEABREEZE PARTNERS MANAGEMENT, INC.

“Everything you've ever read about Wall Street is a total lie. Everyone is lying to you every day. Until you read this book.”

—JAMES ALTUCHER, FORMULA CAPITAL,
AUTHOR OF *I WAS BLIND BUT NOW I SEE*

“Joshua wants Wall Street to be awesome. You can feel it every day on his amazing blog and in this great book. He is happy to shout when Wall Street drives him crazy. I guarantee you will enjoy this book that describes the action behind the business of Wall Street and his own experiences along the way.”

—HOWARD LINDZON, LINDZON CAPITAL
AND FOUNDER OF STOCKTWITS

Learn more. Do more:
MHPROFESSIONAL.COM

USD \$28.00
ISBN 978-0-07-178232-6
MHID 0-07-178232-X

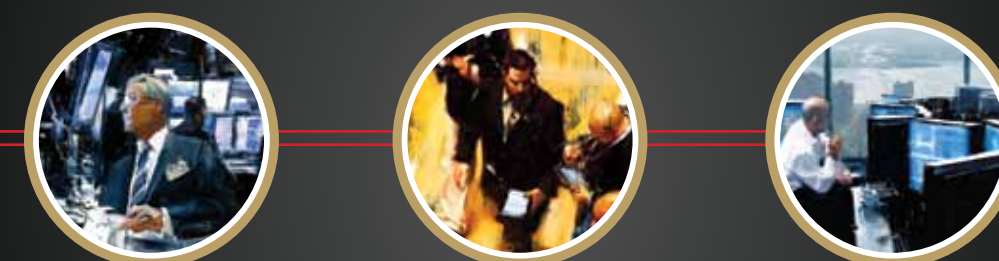
9 780071 782326 5 2 8 0 0

BACKSTAGE WALL STREET

“With a smirk, a lashing wit, and an appropriate irreverence, Joshua Brown gives voice to what all investment professionals are—or should be—secretly thinking.”

—MICHAEL SANTOLI, *BARRON'S* COLUMNIST

BACKSTAGE WALL STREET



AN INSIDER'S GUIDE TO KNOWING WHO TO TRUST, WHO TO RUN FROM, AND HOW TO MAXIMIZE YOUR INVESTMENTS

BROWN
 JOSHUA M. BROWN
THEREFORMEDBROKER.COM

\$28.00 USD

WALL STREET INSIDERS DON'T WANT YOU TO READ THIS BOOK.

Why? Because it reveals the ugly truth about how they convince you to act against your own self-interest—time and again.

And there's no one out there better equipped with the knowledge and moxie it takes to do it than Josh Brown. A man the *New York Times* referred to as “the Merchant of Snark” and *Barron's* called “pot-stirring and provocative,” Brown worked for 10 years in the industry, a time during which he learned some hard truths about how clients are routinely treated—and how their money is sent on a one-way trip to Wall Street's coffers.

Backstage Wall Street reveals the inner workings of the world's biggest money machine and explains how a relatively small confederation of brilliant, sometimes bad-intentioned people fuel it, operate it, and repair it when necessary—none of which is for the good of the average investor.

Offering a look that only a long-term insider could provide (and that only a “reformed” insider would want to provide), Brown describes:

THE PEOPLE—Why retail brokers always profit—even if you don't

THE PRODUCTS—How funds, ETFs, and other products are invented as failsafe profit generators—for the inventors alone

(CONTINUED ON BACK FLAP)