



TABLE OF CONTENTS

FOREWORD	VII
ABOUT THIS BOOK	IX
CHAPTERS	
1 » THE ROLE OF MARKETING	1
2 » SEGMENTING AFFLUENT INVESTORS	13
3 » SOURCING AFFLUENT INVESTORS	27
4 » SELECTING HEDGE FUNDS AND FUNDS-OF-FUNDS	45
5 » SWITCHING BEHAVIOR	67
6 » THE IMPORTANCE OF SATISFACTION	77
7 » CREATING HIGHLY SATISFIED AFFLUENT INVESTORS	101
AFTERWORD	121
APPENDICES	
A » TO GET WEALTHY, STAY CENTERED	125
B » WEALTH PRESERVATION	133
C » INSTITUTIONAL INVESTORS	145
D » HEDGE FUNDS, FUNDS-OF-FUNDS, AND THE FAMILY OFFICE	153
E » SCENES FROM THE FRINGE	159
ABOUT THE AUTHORS	163
ABOUT THE SPONSOR	164
ABOUT THE PUBLISHER	165