

The Truth About Average Stock Market Returns

If you've ever listened to a talk radio show on investments, read a popular consumer financial magazine or picked up a newspaper and opened the financial section, it's likely that you've read or heard something called "the average rate of the return of the stock market." During his show, a popular

radio and TV personality often refers to the "average rates of return" of mutual funds. But what does this REALLY mean and should a prudent person really trust this type of statistic when considering investing in the stock market?

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The Best Example of the Average Rate of Return

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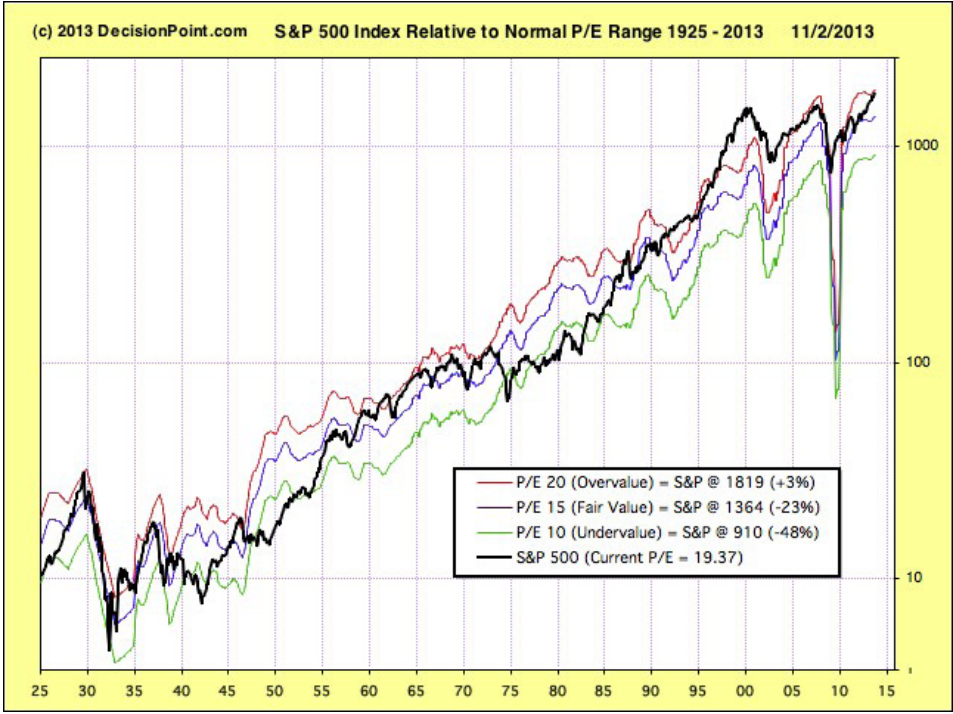
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Average Arithmetic Return VERSUS Average Geometric Return

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Don't Bother Arguing With Your Stockbroker

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Buyer Beware!

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Dividends Count and DO Increase the Total Return

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What IS “The Long Run”?

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Summary

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