

Pursuing successful outcomes

Major socioeconomic forces are changing how we all save and invest—how we think about money, how we make financial decisions, and even our expectations for the future.

View Our Story (<https://assetmanagementreport.wfam.com/pursuing-successful-outcomes/>)

Read the Report (https://assetmanagement.wfam.com/white_paper/pursuing-successful-outcomes/)

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Three principles of asset management

Our principles support all of the decisions we make as a firm. It's how we define our product set, how we conduct research and allocate resources, and how we motivate the kind of performance we expect from all of our team members.

Learn more about:

| Building for successful outcomes (<https://assetmanagement.wfam.com/principle/build-for-successful-outcomes/>)

| (<https://assetmanagement.wfam.com/principle/build-for-successful-outcomes/>)Defending portfolios against losses (<https://assetmanagement.wfam.com/principle/defend-portfolios-against-losses/>)

| (<https://assetmanagement.wfam.com/principle/defend-portfolios-against-losses/>)Creating long-term financial well-being (<https://assetmanagement.wfam.com/principle/creating-long-term-financial-well-being/>)

Build For Successful Outcomes

(<https://assetmanagement.wfam.com/principle/build-for-successful-outcomes/>)

Assets are more than just numbers on a spreadsheet. It's what these assets represent that matters. Learn more (<https://assetmanagement.wfam.com/principle/build-for-successful-outcomes/>)

ARTICLE

Market Traveler: Believing in Brazil

(<https://assetmanagement.wfam.com/article/market-traveler-believing-in-brazil/>)

Can a reshaped, business-friendly Brazilian government produce an era of economic stability in the region?

ARTICLE

Improving risk-adjusted returns: It's not magic, it's efficient diversification

Better portfolio diversification may be achieved by combining assets that have low correlations with each other.

ARTICLE

AI and Big Data: The changing investment landscape

(<https://assetmanagement.wfam.com/article/ai-and-big-data-the-changing-investment-landscape/>)

How these technologies might deliver efficiencies, unlock hidden value or even create entirely new business models.

Defend Portfolios Against Losses

(<https://assetmanagement.wfam.com/principle/defend-portfolios-against-losses/>)

Risk is personal. It is the uncertainty around whether an investor will be able to meet their goals or whether a loss will prevent it. Learn more

(<https://assetmanagement.wfam.com/principle/defend-portfolios-against-losses/>)

WHITE PAPER

Fixed Income Whitepaper: Risks Worth Worrying About

Risks worth worrying about are ones that interfere with an investor's longer-term goals.

ARTICLE

Fixed Income: The Domain of Active Management

See our research on the inefficiencies of debt markets, historical active bond manager performance, and our view of future opportunities.

AUDIO

June 2019 Munis Podcast

Hear the latest tax-exempt market updates from our esteemed portfolio manager Robert Miller.

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Create Long-Term Financial Well-Being

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Investors' definition of prosperity has changed. It's longer term, more inclusive, and more goal-oriented. Learn more (<https://assetmanagement.wfam.com/principle/creating-long-term-financial-well-being/>)

ARTICLE

Seeing the whole picture (<https://assetmanagement.wfam.com/article/seeing-the-whole-picture/>)

Investors are looking to evaluate their portfolios with metrics beyond risk and return.

DIGITAL REPORT

2018 Wells Fargo Retirement Study

Reframing the planning that creates a successful retirement journey.

ARTICLE

How DC plans can make workforce management more manageable

Companies can encourage timely retirement by designing DC plans to take employees through retirement, not just to it.

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