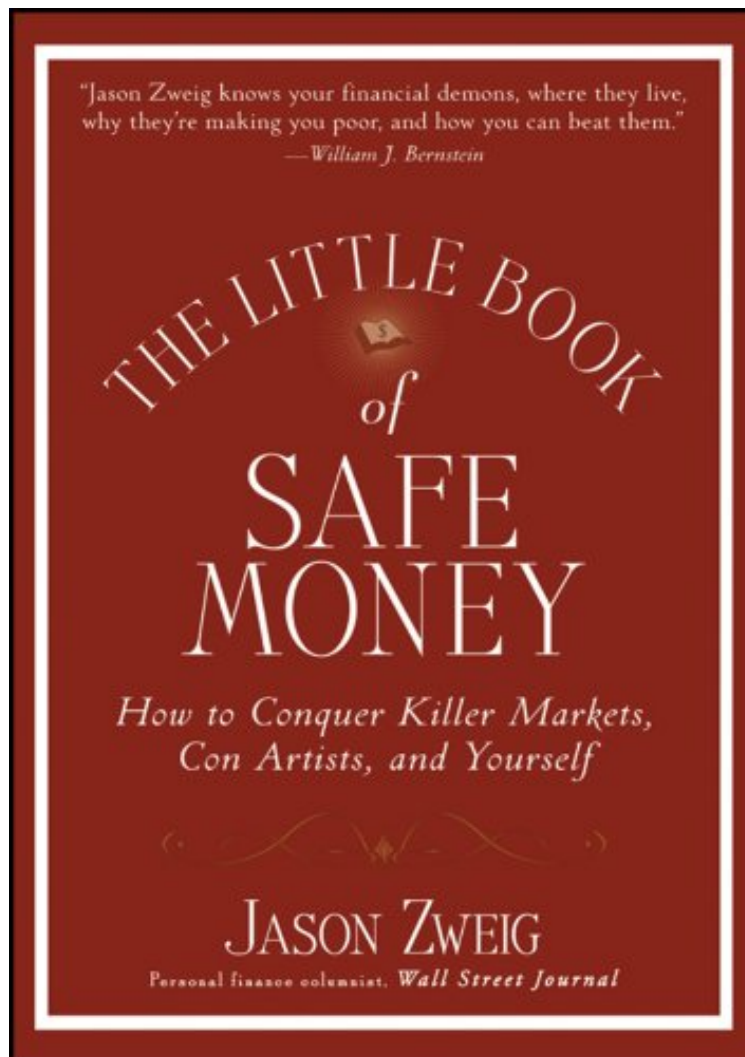


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## The Little Book of Safe Money: How to Conquer Killer Markets, Con Artists, and Yourself (Little Books. Big Profits)

Jason Zweig

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**Jason Zweig : The Little Book of Safe Money: How to Conquer Killer Markets, Con Artists, and Yourself (Little Books. Big Profits)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Little Book of Safe Money: How to Conquer Killer Markets, Con Artists, and Yourself (Little Books. Big Profits):

21 of 22 people found the following review helpful. An informative book. By AdamSmytheAs of November 2009, Jason Zweig's book is the latest in the Little Book Big Profits series of books, most of which are very informative and well written. This book is no exception. The first thing to recognize about the Little Book series is that, well, the books

are little--perhaps only two-thirds the size of most books. If this book were published in a more normal size and line spacing format, it would probably run less than 150 pages, but that doesn't really detract from the value of the book. Much of the book covers some common sense concepts, like (1) don't take unnecessary risks, (2) don't take risks without sufficient expected return to compensate for taking the risks involved, and (3) don't risk money that you can't afford to lose. Zweig refers to these concepts as "commandments," and comes back to them throughout the book. He does a better job, in my view, when he addresses somewhat less obvious concepts, such as the (sometimes neglected) value of liquidity and the value of one's "human capital." For example, if you have invested years in your own education to become a geologist, then it might make sense not to concentrate your financial capital investments in energy stocks (because if the energy industry falls on hard times, your investments could suffer and you could lose your job at the same time). Zweig is at his best, in my opinion, when he addresses the supposedly "low risk and high return" investments that the financial industry regularly puts out. He also deserves credit for explaining (1) how some "guarantees" are not all they are cracked up to be, (2) the difference between yield and total return, (3) how the risks that stocks seem to represent and the risk that they actually represent are often inversely correlated (think about that for a minute), and (4) why leveraged ETFs (exchange traded funds) may behave differently than some investors expect. There are more, but you get the idea. I liked Zweig's discussions of the risks involved in hard assets and emerging markets, and I thought he did a good job pointing out the various unconscious biases many investors have, such as "anchoring" and "framing" that behavioral finance warns us about. The discussion of "Mr. Market" (an invention of the legendary Benjamin Graham) was very good, and I liked Zweig's collection of red-flag phrases for investors--like "can't lose," "guaranteed" and some less obvious others. This book is an easy read not only because it's short, but also because Zweig has an easy writing style. I doubt that it will plow a lot of new ground for sophisticated investors, but for the rest of us, it represents a worthwhile investment.

0 of 0 people found the following review helpful. Sensible and neat commentary of finance  
By Customer  
Excellent sober look at an otherwise emotionally charged subject  
0 of 0 people found the following review helpful. Sound advice  
By Elder Brother  
The book is not for those who need an adreneline rush from their investments. As promised, Jason Zweig delivers sound suggestions for avoiding losses in the market, for avoiding excessive fees, and for keeping what you have earned and growing it. The book could have been entitled, "Get Rich Slowly." Not for high rollers or for those who need to cover large losses from currency bets gone bad, but J P Morgan probably wishes that the London Whale had followed Zweig's prescriptions.

One of today's most influential financial commentators offers his advice on keeping your money safe in an uncertain world. The Little Book of Safe Money acts as a guide for those trying to make their way through today's down markets. The topics covered include everything from investing behavior--why our minds come with their own set of biases that often prove harmful--to the use of financial advisors. But this timely book goes one step further than the rest by questioning an investor's true appetite for risk. The Little Book of Safe Money also contradicts many of the myths that whirl around Wall Street with chapters like "Why Ultra-ETFs Are Mega-Dangerous" and "Hedge-Fund Hooey." Writing in the classic Little Book style, author Jason Zweig peels away layer after layer of buzz words, emotion, and myths to reveal what's really going on in today's financial markets. Outlines strategies for satisfying our ever-changing investment appetites while focusing on a long-term financial plan. Author Jason Zweig is a trusted voice in the financial community and his straightforward style resonates with investors. Offers practical guidance, tools, and tips for surviving and thriving in a down market. If you're serious about succeeding in today's turbulent markets, then The Little Book of Safe Money is what you should be reading.