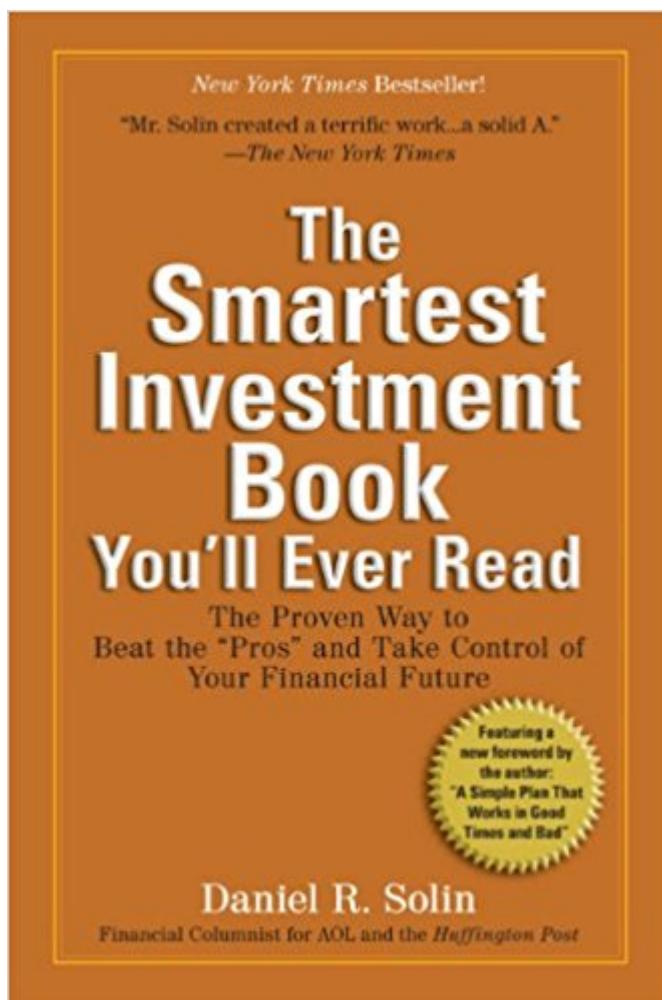


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# The Smartest Investment Book You'll Ever Read: The Proven Way To Beat The "Pros" And Take Control Of Your Financial Future



## Synopsis

What Are You Waiting For? This book will change the way you think about investing-and the results will prove it! "This is the simple hands-on, how-to and why book many readers have been looking for." -Scott Burns, syndicated columnist Daniel Solin cuts through the financial hype to show you exactly how to invest-with an easy-to-follow four-step plan that lets you create and monitor your investment portfolio in ninety minutes or less...and put your investment earnings in the top 5 percent of all professionally managed money. If you want to gamble, go to Las Vegas-or try stock picking and market timing. If you want to be a Smart Investor, follow this effortless and effective plan. "The Smartest Investment Book You'll Ever Read will provide the enlightenment and gumption to free yourself from the clutches of the investment industry and the wisdom and direction necessary to get yourself back on track." -William Bernstein, author of *A Splendid Exchange* and *The Four Pillars of Investing* Every day you wait costs you money. Take control of your financial future now!

## Book Information

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## Customer Reviews

"It's so simple. It almost seems counterintuitive," Solin said. And after a 26-minute conversation with Solin, Metro--now armed with a new investment strategy--actually agreed. -- Metro New York, November 6, 2006A no-nonsense, no-fuss guide for investors of all experience levels and financial resources. -- Kirkus Reviews, November 1, 2006I just finished a great little book (I say little because it's a bit smaller than a regular book in size and is only 150 pages), but it's full of great investment advice, principles, data, facts, studies --you name it. The book is *The Smartest Investment Book You'll Ever Read: The Simple, Stress-Free Way to Reach Your Investment Goals*. --

FreeMoneyFinance.com is this, as the title claims, the smartest investment book you'll ever read? .... I can say it's the smartest so far. -- ConsumerismCommentary.com It's tightly written, always on-point and not weighed down with anecdotes and aphorisms, and could be just the instruction book that you were looking for, but never received with that thick pension package from your company's HR department. -- Miami Herald, November 27, 2006 Solin does a great job of keeping his advice simple; his guide can be read...in a couple of hours. -- Library Journal [Solin's] recommendations are sound and simple to put into effect... it is clear he is on to something. -- The New York Times, October 8, 2006 -- This text refers to an out of print or unavailable edition of this title.

Dan Solin, an Investment Advisor Representative and nationally known advocate for investors, is the author of *The Smartest Retirement Book You'll Ever Read*, *Does Your Broker Owe You Money?*, and the New York Times bestsellers *The Smartest Investment Book You'll Ever Read* and *The Smartest 401(k) Book You'll Ever Read*. His award-winning books have been widely praised by The New York Times, The Wall Street Journal, The Library Journal, and many financial writers, leading economists, and others. Solin is a financial columnist for AOL. His advice appears frequently on its Welcome Screen where it is viewed by millions of readers. He is also one of the most popular financial bloggers on The Huffington Post. A frequent guest on national television and radio shows, Solin has addressed professional organizations of accountants, advisors and financial planners and has testified before Congress on investor issues.

I can see where my review may be rather common place. Great Book! If you have ever watched the likes of CNBC, MSNBC, FOX, and Bloomberg, you can really identify with the authors point of view. After all, in split-second timing, these communication organizations on a daily basis, deliver in "talking head" style, the blow by blow action of the market movements. Of course, for anyone reading this review, it does not need to be said, there are 3 objectives in the market. Stay the same, move up and move down! With only 3 variables one would think "timing" the market would be a piece of cake and you can add a nice cup of coffee to that as well. Mr. Solin carefully points out that while watching the fast talking "in the moment," personalities on these shows, one gets the sense of urgency. As if we are watching life go by at "jet speed!" This type of "huckster communication," is rather popular with those that feel a "need for speed." Mr. Solin handily points to more solid, sensible investing practices that are clearly designed to take advantage of time-based investments. Thus freeing one up to pursue their career while investing for the future, which, as I can verify at this point

in my life, comes without much warning. One day you are 18, with the world ahead of you and then, you wake up, age 63 and people pass you by on the business street, with little fanfare. No longer consider a "threat," you are patted on the head and sent away. Consider what Mr. Solin so smartly expresses in each chapter, then begin your investment career on good footing with his advice wisely implemented. You will thank him 30 years from now, sipping your morning coffee and reading your digital newspaper by the pool.

Should be renamed "The Most Basic Investment Book You'll Ever Read..." Pretty repetitive and, while it makes its good points effectively, doesn't offer a ton of novel insights. The book could easily lose half it's length without sacrificing anything significant.

The book I read this week was The Smartest Investment Book You'll Ever Read by Daniel R. Solin. I loved it. Fantastic ideas that follow my personal investing philosophies. Solin's book has four sections although I feel like there were really two main ideas. One, that index funds are a more solid investment strategy than stocks or mutual funds because you cannot, nor any "professionals," beat the market. And Two, how to invest in the index funds (the fun part.) Solin provides solid research that shows results of many studies. All evidence points towards using index funds. "Financial Experts" and Wall Street have spent lots and lots of money on marketing themselves. They pitch themselves as having a financial expertise that helps them predict the market. This is false. Marketing dollars have also gone into telling the public that mutual funds will provide a great return because of the diversity and that they are being maintained by a "financial expert" that can beat the market with their expertise. This is also false. The Truth: You can make just as much or more money than any "financial expert" and you can do this by avoiding mutual funds and investing in index funds. There are just a couple differences between index funds and mutual funds, but the differences make a huge difference. A mutual fund is managed by a person, this person is supposed to be able to predict what stocks and bonds will rise and fall, so they buy and sell to appropriately position the fund to make high returns... you pay a premium expense to have this "luxury." An index fund is managed by a computer and the computer buys and sells stocks to position the fund in line with the right ratio of the market. This means the index fund will always earn the market average. Now for the great news and another difference.... Mutual funds earn less than the market average 95% of the time. So you have a 5% chance to have a mutual fund that does better than a index fund. Additionally, many mutual funds have an expense ratio of about 1.4% whereas an index fund has an average expense ratio of .3%. So if that mutual fund does beat the

market by a whole percent, which is very unlikely to begin with (5%), you would make more money if you had invested in the index fund. Why would you pay a premium to lose money? Great question... You shouldn't. The book also analyzes the differences between the Smart Investor and the Hyperactive Investor. The Hyperactive investor is the "financial expert"- They spend all day every day trying to beat the market. This is very unlikely, very few individuals have been able to beat the market for an extended period of time. One of these people is Warren Buffet and it is unlikely that he is your financial adviser. The Smart Investor understands that you can not beat the market and also understands that in the long-term, the market makes great returns (9-12%). So this Smart Investor puts his money into index fund which pay the market average. Being a Hyperactive Investor is a great way to spend a lot of time getting nowhere... I am not a fan. Can you do it yourself? Yes! I am confident saying that anyone investing less than one million dollars can do so themselves, with very little oversight (checking in every 6 months or so). Now onto the what, how, and where... I am going to spell it out for you so read carefully. There is a rule of thumb for the ratio someone should use when they are going to be investing. Take your age and subtract it from 100 and that is what you invest in stocks vs. bonds. So if you are 30 years old you will invest 70% in stocks and 30% in bonds. I will use a 30 year old for the example below and we will use what Solin considers the Medium to High risk investor. Here is your how-to... Write it down if you have to... First go to either Fidelity or Vanguard and create an account ([...] or [...]) Both companies handle taxable or tax-favored accounts (IRAs and Roths) and both offer funds that have as low as a \$3,000 minimum investment. Once you have your account use your ratio and purchase accordingly into these funds 30 year old = Fidelity-52% FSTMX

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