



# The Little Book of Safe Money: How to Conquer Killer Markets, Con Artists, and Yourself

By Jason Zweig

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## The Little Book of Safe Money: How to Conquer Killer Markets, Con Artists, and Yourself By Jason Zweig

**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.

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- Sales Rank: #432829 in Books
- Published on: 2009-11-09
- Original language: English
- Number of items: 1
- Dimensions: 7.30" h x 1.00" w x 5.40" l, .63 pounds
- Binding: Hardcover
- 230 pages



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## Editorial Review

Amazon.com Review

### **The Three Commandments of Investing**

Amazon-exclusive content from author Jason Zweig



#### **The First Commandment:**

**Thou shalt take no risk that thou needst not take.** Always ask yourself: Is this risk necessary? Are there safer alternatives that can accomplish the same objective? Have I studied the pros and cons of each before settling on this choice as the single best way to achieve my goal? Unless you ask, do not invest. **The Second Commandment:**

**Thou shalt take no risk that is not most certain to reward thee for taking it.** Always ask yourself: How do I know this risk will be rewarded? “Most certain to reward thee” does not mean that there is zero chance that you will not be rewarded. It does mean, and must mean, that you are highly likely to be rewarded. What is the historical evidence, based on the real experience of other investors, to suggest that this approach will actually succeed? During the periods in the past when it hasn’t worked – and every investment in history has gone through such dry spells, regardless of what the hypesters might tell you – how big were the losses? Unless you ask, do not invest. **The Third Commandment:**

**Thou shalt put no money at risk that thou canst not afford to lose.** Always ask yourself: Can I stand to lose 100 percent of this money? Have I analyzed not merely how much I will gain if I am right, but how much I can lose and how I will overcome those losses if I turn out to be wrong? Will my other assets and income be sufficient to sustain me if this investment wipes me out? If I lose every penny I put into this idea, can I recover from the damage? Unless you ask, do not invest.

## Review

"A little book with big advice. Jason Zweig . . . doesn't promise investors the moon, but in language that everyone can understand, he offers solid, common-sense steps to protect and improve their portfolios. . . . Such advice is consistent with the big idea of Zweig's book: If an investment looks too good to be true, it

probably is. And he offers a useful process to help readers remember it."

—SmartMoney.com

"There are very few in the financial media whose material I would consider recommended reading. Wall Street Journal columnist Jason Zweig is one of them, and his new book is one you should consider. His latest work adds to his reputation for books that not only provide important insights into the winning investment strategy, but are also good reads. This little book is filled with sage counsel from which even sophisticated investors can benefit. . . His book also provides advice on how to avoid many of the behavioral mistakes investors keep repeating. As William Bernstein, who wrote the forward, put it: 'Jason Zweig knows your financial demons, where they live, why they're making you poor, and how you can beat them.'

—Larry Swedroe, CBS MoneyWatch

This book is a well written, fascinating page turner that I read in one sitting with a big bag of microwave popcorn. Yet, I don't just recommend a book because it was thoroughly enjoyable. The main reason to read this book is that it can put you on the path toward reaching financial freedom. But it's up to you and whether you'd rather spend your retirement years pursuing your interests, or spend them asking strangers if they'd like their value meal supersized.

—Allan Roth, Founder of Wealth Logic, and author of *How A Second Grader Beats Wall Street*

#### From the Inside Flap

With the value of the dollar sinking, bond yields drying up, giant investment banks collapsing, and stock markets crumbling, how can you ensure that your money will stay safe? By becoming better acquainted with the markets, the "professionals" who populate the field of finance, and, most importantly, yourself.

While this may sound like simple advice, author Jason Zweig—the investing and personal finance columnist for the *Wall Street Journal*—knows how difficult this endeavor can be. But as a trusted voice in the financial community, he has helped thousands of investors achieve this goal, and now, with *The Little Book of Safe Money*, he wants to help you do the same.

*The Little Book of Safe Money* is the perfect guide for those trying to make their way through today's tough markets. Topics covered include everything from investing behavior and why our minds come with their own set of biases that often prove harmful to the use of financial advisors. But this reliable resource goes one step further than the rest by questioning an investor's true appetite for risk. *The Little Book of Safe Money* also debunks many of the myths that whirl around Wall Street with chapters like "Hedge-Fund Hooey."

*Page by page, this timely book:*

- Outlines strategies for satisfying our ever-changing investment appetites while focusing on a long-term financial plan
- Discusses both the external and internal forces that can hurt your investment performance—and how you can better deal with them
- Offers practical guidance, tools, and tips for surviving and thriving in a down market
- And much more

In a straightforward and accessible style, Zweig peels away layer after layer of buzz words, emotion, and myths to reveal what's really going on in today's financial markets and how you can thrive under even the most adverse conditions. If you're serious about succeeding in today's turbulent markets, then *The Little Book of Safe Money* is what you should be reading.

## Users Review

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#### Lily McDermott:

Here thing why this particular The Little Book of Safe Money: How to Conquer Killer Markets, Con Artists, and Yourself are different and dependable to be yours. First of all studying a book is good nonetheless it depends in the content from it which is the content is as delightful as food or not. The Little Book of Safe Money: How to Conquer Killer Markets, Con Artists, and Yourself giving you information deeper including different ways, you can find any publication out there but there is no e-book that similar with The Little Book of Safe Money: How to Conquer Killer Markets, Con Artists, and Yourself. It gives you thrill looking at journey, its open up your own personal eyes about the thing this happened in the world which is maybe can be happened around you. You can bring everywhere like in park, café, or even in your way home by train. If you are having difficulties in bringing the branded book maybe the form of The Little Book of Safe Money: How to Conquer Killer Markets, Con Artists, and Yourself in e-book can be your choice.

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#### Jack Morgan:

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#### Marion Driskell:

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