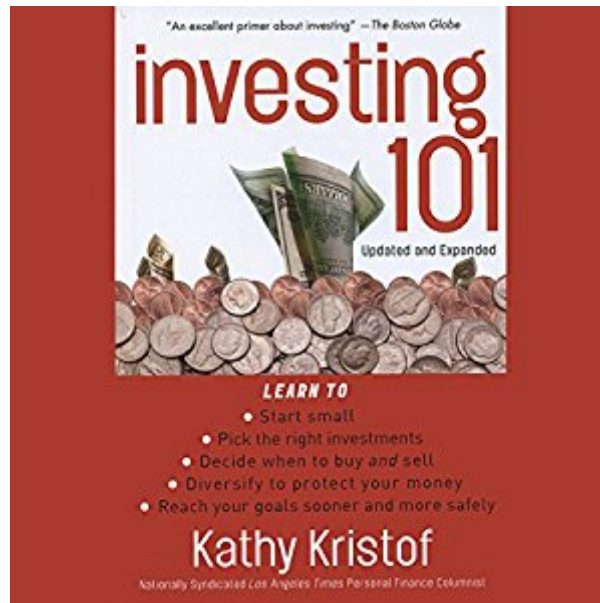




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# Investing 101, 2nd, Updated And Expanded Edition



## Synopsis

People wanting basic advice about stocks, bonds, mutual funds, retirement planning, and tax strategies are often frustrated by information overload. Picking the right book seems as daunting as deciding what to do with their savings and investments. *Investing 101: Updated and Expanded* removes both roadblocks, putting people on a path that they can understand and stick with. Kristof is renowned for taking the mystery and anxiety out of investing by keeping choices manageable. Kristof walks readers through the entire investment cycle and the way they think of their financial lives, rather than presenting stand-alone concepts like stocks and real estate. This expanded edition has new information about 529 college savings plans, annuities, Roth IRAs, reverse mortgages, and why declining markets can be good for you. It includes a cautionary look at home mortgages as investments. There's even a portfolio for the lazy investor. Kristof's loyal readership and the success of this book's first edition demonstrate that she understands what's on the minds of investors as intimately as she knows what's happening in financial markets. Winner: Cover and Interior Design, The Bookbinders Guild of New York/2009 New York Book Show Awards

## Book Information

Audible Audio Edition

Listening Length: 9 hours and 44 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: August 8, 2012

Language: English

ASIN: B008V1R89G

Best Sellers Rank: #39 in Books > Audible Audiobooks > Business & Investing > Accounting  
#680 in Books > Audible Audiobooks > Business & Investing > Personal Finance & Investing  
#1542 in Books > Business & Money > Investing > Introduction

## Customer Reviews

I am a newbie when it comes to investing. Prior to reading this book, I had read *The Neatest Little Guide to Stock Market Investing* (great book!). I was under the impression that stocks were the main investment vehicle for those trying to maximize returns. Gee was I wrong! *Investing 101* gives you a much broader view of the investing game. For those who want to know the many investment vehicles out there, this is the book to read. It covers stocks, bonds, and various types of funds

(social funds, REITs, international funds, and tax-favored). It also offers goal-oriented investing strategies. The author does a great job of explaining how to allocate assets based on your goals and the time you have to achieve them. She separates types of goals into short, medium, and long term. She also explains types of investments to consider based on those goals: cash, income, and growth. The book lacks in-depth discussion of each investment vehicle, but I don't think it was the author's intention to do so. Use it as an eye-opener to the several options you can put your money into. Give it a go!

Definitely not boring. I was expecting a rather dry, but informative read that would take quite a while to finish because of the topic. Yet, the author's style of writing actually engages you, and would engage just about anyone, young, old, poor, rich, or someone in the middle. I accidentally ended up with 2 copies and I actually did not return one, instead I have it to my boyfriend to read and he is also surprised that she was able to make a topic that to some can be painstakingly dry pretty interesting and really reach anyone who wants to know their financial options when it comes to investing. I would recommend to everyone, even those who think they don't make enough to invest. PS- This was written by the daughter of the account holder (Steven Ross daughter, NOT Steven Ross).

Kind of dated but a good book. She is a value investor so it is written with that approach. Her contributions in Kiplinger magazine are worth following and this is not a plug for Kiplinger, but rather a suggestion if you want to follow her, she is a monthly contributor there and also of course she has her own blog. This book is good for introduction. It is a "101" and in that sense you can't go wrong for good guidance on financial matters.

It is a book for starters. And the objective has been reached completely. The book explains in a very "down to earth" style the different investing instruments and the risk associated with them. Obviously it will be up to you if you invest or not, but even if you don't go with the stock market at least you will end up knowing what was the meaning of all those "strange" terms that you read in the papers and TV. I would recommend it hands down. If you are starting, or thinking about doing it, this is a "must read", it will be a good start for your "financial education".

Well written with clarity and conciseness. This book provides a good starting point for the beginning investor and demystifies the often intimidating world of finance and economics. This book should be

given to every young person as they begin their careers and to all families as they start their childrens' college funds.

As the title would suggest, this is very basic investing information. If you are a new investor, and seek a very broad overview of investing, and your options, then this is the book for you. I bought this book for my mother, who has never invested outside of a savings account. I read the book to be sure it would give her the information I was hoping for. It was exactly what I wanted, written in easy to follow terminology. If you're an experienced investor, this book is not for you, however if you're seeking basic investing information, give it a read.

Helpful for the private investor. Written at a level that is right for the first time investor.

As a beginner, I loved the advice and the definitions. It really helped and I love that it is in a book, so you can go back to reread information.

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