



# 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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### 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 hysters 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 bigidea 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**

### **From reader reviews:**

#### **Kerri Goodman:**

Here thing why this The Little Book of Safe Money: How to Conquer Killer Markets, Con Artists, and Yourself are different and reputable to be yours. First of all studying a book is good but it depends in the content from it which is the content is as yummy 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 guide out there but there is no guide that similar with The Little Book of Safe Money: How to Conquer Killer Markets, Con Artists, and Yourself. It gives you thrill reading journey, its open up your personal eyes about the thing that will happened in the world which is maybe can be happened around you. You can easily bring everywhere like in recreation area, café, or even in your approach home by train. Should you be having difficulties in bringing the paper 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 alternate.

#### **William Threatt:**

Precisely why? Because this The Little Book of Safe Money: How to Conquer Killer Markets, Con Artists, and Yourself is an unordinary book that the inside of the reserve waiting for you to snap the item but latter it will jolt you with the secret the item inside. Reading this book adjacent to it was fantastic author who write the book in such wonderful way makes the content inside easier to understand, entertaining means but still convey the meaning thoroughly. So , it is good for you for not hesitating having this any longer or you going to regret it. This amazing book will give you a lot of positive aspects than the other book include such as help improving your talent and your critical thinking means. So , still want to delay having that book? If I had been you I will go to the e-book store hurriedly.

#### **Phyllis Ramirez:**

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#### **Susan Negri:**

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