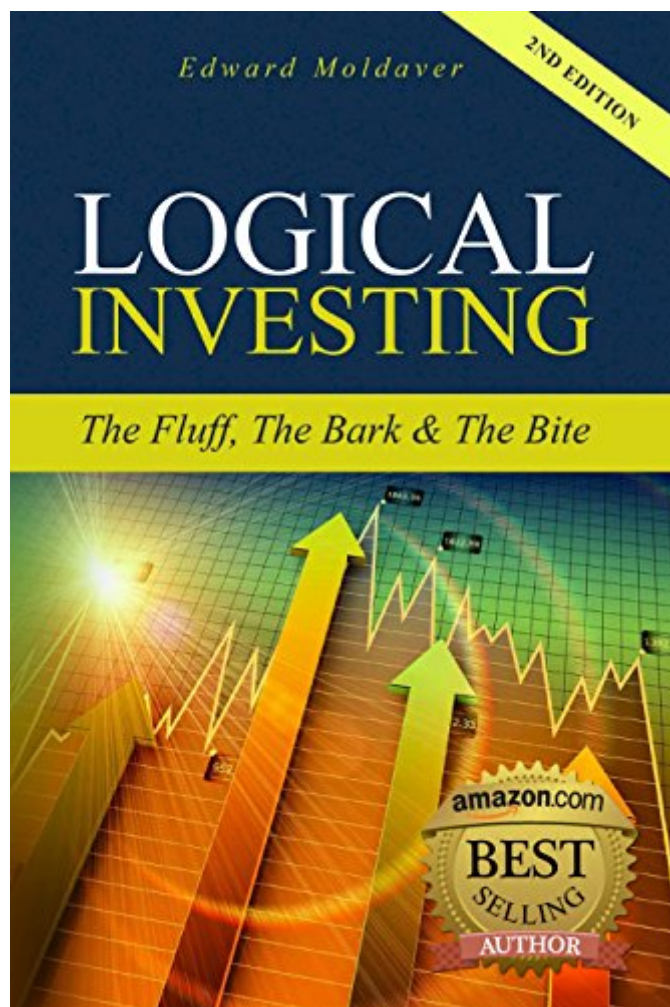


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Logical Investing: The Fluff The Bark & The Bite



Synopsis

A Truly Emotion Free Guide to Wealth Management My clients are very successful by anyone's standards. They are usually in business or executives of great companies. They have nice families, and they are good providers in the old fashioned "solid-as-a-rock" meaning of success. Perhaps this describes you, as well, or at least some aspects of your personal success.

Book Information

File Size: 11761 KB

Print Length: 278 pages

Page Numbers Source ISBN: 099732239X

Publisher: Enigami & Rednow Publishers, New York (April 23, 2016)

Publication Date: April 23, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01EQHGS0I

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #427,518 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #133

in Books > Business & Money > Finance > Wealth Management #377 in Kindle Store > Kindle eBooks > Business & Money > Personal Finance > Budgeting & Money Management > Money Management #1045 in Kindle Store > Kindle eBooks > Business & Money > Finance

Customer Reviews

An incredibly insightful book! Being a novice in the industry, this well written, easy-to-read book gave me the confidence I needed to jump into the real world. It provided me with an understanding of investing while making the language enjoyable as opposed to giving me a headache! Not only would I recommend this book to anyone who already invests or is contemplating investing their money but I can also say this will definitely guide me on the right path to pursue my financial goals. I also noticed this is his second book. To anyone who has read his first book: "Logical Investing: Bringing Financial Certainty to an Increasingly Uncertain World." • Would you recommend I buy the first book and read that as well?

Amazing book. The book lays out in plain-talk a path to understand not only investing, but also presents a way to be true to yourself through a personal assessment of your relationship with money and how it matters in your life. Moldaver begins with what he refers to as the Fluff, the Bark, the Bite. He provides clear real world examples of each and how they subtly and not so subtly influence financial decisions. The clarity of this provides a great new lens to view the financial world. I began to better understand myself, my goals, and my expectations about my work efforts and how to make the rewards I earn grow in concert with that which is most important to me. The beauty of Ed's logical thinking is in its ability to apply to each equally, but each in our individual way....as every one of us is unique in our experience, age, expectations, goals...yet all of us live in the same uncertain world. Ed talks about real world situations and includes actual advice that proves how patient, informed, logical decision making will win in the long run. There is a whole section on entrepreneurship (my world) that talks to the common challenges that business creators face. Moldaver also talks about planning, taxes, and health....and makes his point that putting the whole picture together is true success. I would sum up the book this way..."To find the unique but logical balance in our investment strategy gives us the best chance of reaching our goals, preserving/growing our wealth, and sleeping well at night." Great and easy read with real content and a fantastically positive outlook. A joy. I recommend this book for young, old, sophisticated, newbies..everyone who might want new clarity on what to do and how to understand a process that can help you and the ones you care for move toward financial security.

Ed has a unique way of making the complex world of high tech investing digestible and understandable for anyone. The investing world has many authors on theory, Ed's authoring is based on direct experience and many years of success at the highest level of investing. And given he invests others monies, it comes from a place of advocacy as well. Can't go wrong with direct experience and years of success managing hundreds and hundreds of millions of dollars of other people's money. And to be able simply spend a few dollars on a book to gain some of that for yourself? Incredible.

I know Ed personally so some people make think I am biased but anyone who knows me knows I tell it like it is. This book is great and even better than his first. It offers good and valuable information and is full of sage advise that is delivered from a great perspective. There are a ton of investment books on the market today, but this one provides a way for the reader to focus on logical

behaviors that lead to successful investing.

I actually knew how brilliant Ed Moldaver was before I read his books but to understand how he makes the decisions that make him number one is truly valuable insight. Thank you Ed. You rock my friend.

Ed Moldaver has been on top of his game for over 25 years. The quality of this book is of no surprise to me. Ed has outworked everyone else at each level of success he has achieved along the way. His level of education as it relates to the financial markets is impressive enough in itself, but what makes him extraordinary is his ability to connect with clients, and in this case, his readers on so many levels. This connection, combined with his in depth information gathering methods, break down a complex array of strategies into a series of simple steps designed to evaluate risk parameters, expectations, and goals to eventually create a long-term plan for each individual under Ed's management. His results have been extraordinary. Whether you are a high profile client of Ed's, or new to investing, this book clearly outlines the importance of remaining committed to the plan and its objectives. This is a must read for anyone interested in a brighter future. Great work Ed!!

It is fascinating to read books written by people who are a huge success in their field. Ed Moldaver has built one of the most successful wealth management businesses in the country by connecting with people on a personal level and making seemingly complex ideas simple and easy to understand. His enthusiasm for the subject comes through the pages of his book. Reading it will get you excited about investing and growing your wealth in a way few other books will. It offers basic principles such as focusing on your financial goals and sticking to a long-term investment plan. It also offers some trades ideas that work very well when markets dislocate. If you are new to financial planning, the easy-to-read writing style of the book will give you a solid foundation and understanding of the subject. If you already know the basics, this book will energize and commit you to stay on course and reinforce the dos and don'ts of investing.

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