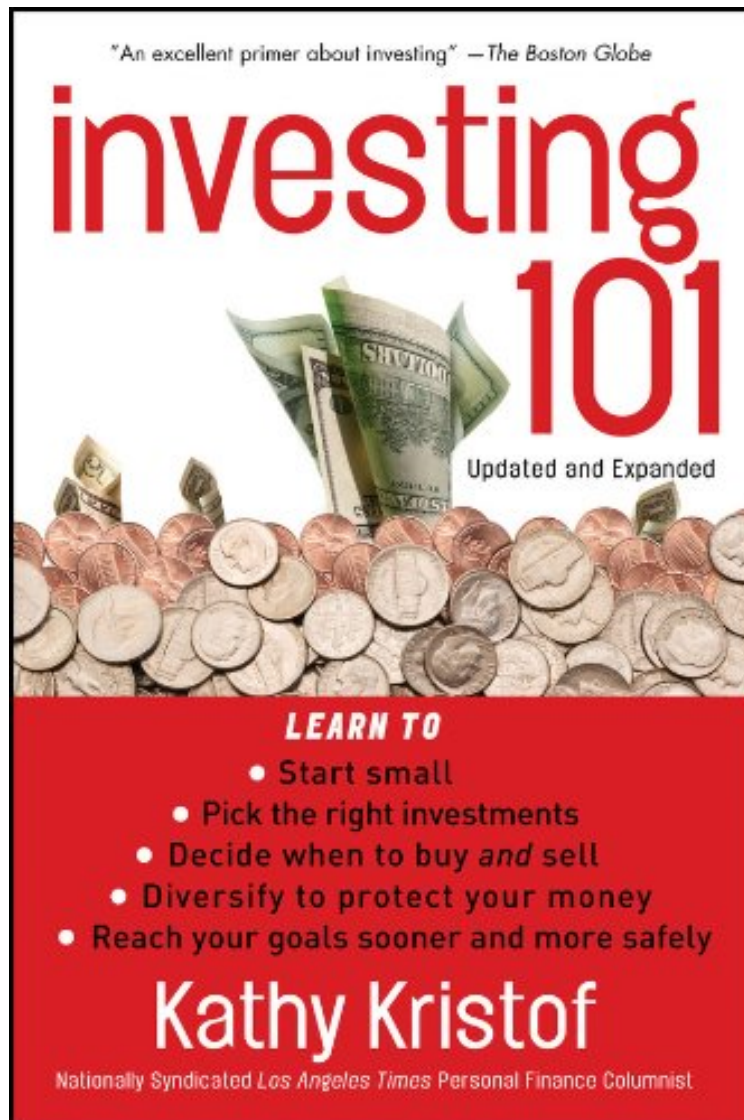


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Investing 101 (Bloomberg)

Kathy Kristof

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Kathy Kristof : Investing 101 (Bloomberg) before purchasing it in order to gage whether or not it would be worth my time, and all praised Investing 101 (Bloomberg):

10 of 10 people found the following review helpful. Great start to planning your financial futureBy Fred AI 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!

5 of 5 people found the following review helpful. Easy to understand, great for ANYONE, surprisingly interesting read

By Steven Ross

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).

1 of 1 people found the following review helpful. Investing 101. Good title, that's what it is.

By R. Newman

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.

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

Praise for the first edition: "Investing 101 by Kathy Kristof is a reader-friendly introduction to the basics of investing and personal finance. . . . If I had to suggest a book on investing and personal finance to an absolute beginner, it would be Investing 101." (BookPage)

"[an] excellent primer about investing. Investors will get a clearer idea of how markets work and what you can realistically expect from your retirement funds." (The Boston Globe)

"Kristof's down-to-earth style and clear prose gives her writing a decidedly user-friendly quality. . . . The vast majority of us worker drones who haven't yet made complete sense of things will find Investing 101 an easy way to get started." (Miami Herald)

"Not only is this book more simple and straightforward than the typical book on investing, it's also more humorous and personal." (Today's Librarian)

"Investing 101 is a sensible, well-written, and comprehensive guide to investor options. I learned much from this book and am certain you can too." —Stephen Brobeck, Executive Director, Consumer Federation of America

Praise for the first edition: "In Investing 101, Kathy Kristof skillfully guides the novice investor, step-by-step, along the path to investment success. It's an ideal primer for anyone who wants to enter the financial world and would like a helping hand." Myron Kandel, Founding Financial Editor, CNN

"Too many of us give too little thought to the underpinnings of investing: how much risk to shoulder, when to sell, etc. Kathy Kristof explains these basics in language we all can understand. Investing 101 is sure to become a great reference guide for novices and longtime investors alike." —Steve Dinnen, Personal Finance Columnist, The Des Moines Register

"Kathy Kristof knows investing inside and out. She can take even the most complicated information and make it easy to understand—and entertaining." —Ilyce R. Glink, National Syndicated Columnist, Author of 100 Questions You Should Ask about Your Personal Finances

"If you're just getting started in the investing world, this is the book you need. Kathy Kristof's smart, sensible advice demystifies the markets and shows you exactly what you need to know to achieve your financial goals. Investing 101 offers a road map to financial success without gimmicks or secret formulas—and it's a whole lot of fun to read, besides." —Liz Pulliam Weston, Personal Finance Columnist, Los Angeles Times

From the Back Cover

In the newly updated and expanded edition of Investing 101, Kathy Kristof shatters the myth that investing is impossible for the average person to do successfully. "Investing doesn't have to be difficult or nerve-racking," Kristof maintains. "In fact, wise investing is simple. Ask yourself this question: Will I have the amount of money I need when I need it with my present investment strategy? If the answer is yes, you're doing it right. If the answer is no, you need to change something. It is that simple." With the most up-to-date material on 529 college savings plans, Roth IRAs, reverse mortgages, and why even bad markets can be good for you, Kristof carefully explains how to invest safely and successfully. She even provides a

"Lazy Investor's Portfolio Planner" for those who don't want to spend more than a few hours a year managing their investments. This book is for anyone who needs simple, straightforward advice on how to start investing wisely.