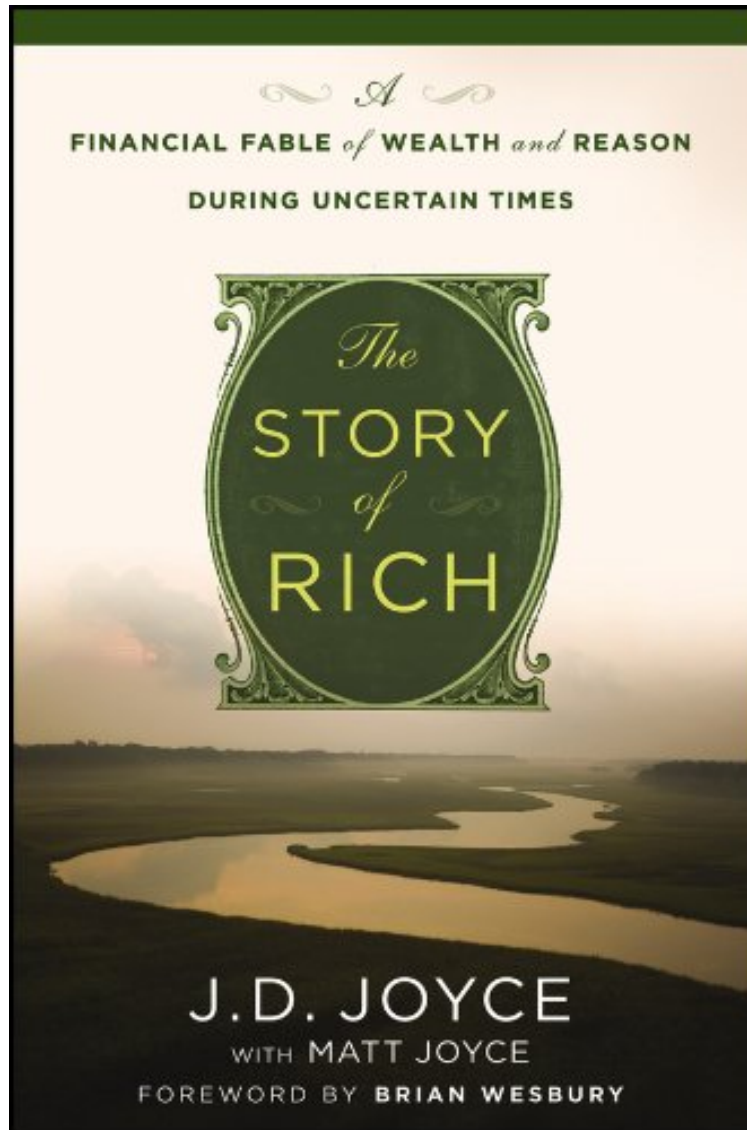


# The Story of Rich: A Financial Fable of Wealth and Reason During Uncertain Times

*J. D. Joyce*

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**J. D. Joyce : The Story of Rich: A Financial Fable of Wealth and Reason During Uncertain Times** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Story of Rich: A Financial Fable of Wealth and Reason During Uncertain Times:

0 of 0 people found the following review helpful. A very good read!By Raj DesaiJ.D Joycersquo;s book The Story of Rich does a good job explaining the importance of financial planning in all stages of personrsquo;s life by developing several characters young and old, financially wealthy and poor. Author displays importance of creating a good

financial plan that can deliver most optimal results one wishes in their life. It is an easy read but more importantly it looks at the world of investments from top-down approach (bigger picture) than bottom-up approach found in many investment/wealth management books and for this reason, I would highly recommend this book to all investors especially those who are new to the world of investments. My recommendation would be to scan and isolate characters with which your personality fits closely and then analyze and see how you can achieve financial freedom in a manner in which characters achieve theirs. Also, pay close attention to News vs. Noise, Mechanics of Investing and Cash Flow ladder, and Estate planning aspects of the book because some of the ideas mentioned in this little gem are missing in many other investment books. 2 of 2 people found the following review helpful. The fictional character is you (and me)! By TX fly fisher I don't know how he did it, but by having an amalgamation of investors J.D. created a character named Richard "Rich" Viva that is you and me. No, my net worth is about one tenth that of Rich, but everything else is just like me, even some of his friends. By using a unique fiction like this, J.D. spells out many financial principles that apply to everyone. He covers investment advice, financial planning, even estate planning at the end of the book. But he does it by telling the story of a guy named Rich. Rich even likes to fly fish, good wine, and has a son who does not appreciate capitalism like his dad (my story to a T). But the story line is fun to follow and all of us relate to it. One of Rich's friends listens to too much "noise" of financial news and freaks out...I've done that. This is a must read, even if you don't have millions. Only J.D. could make financial planning fun in a novel. 1 of 1 people found the following review helpful. I loved the writing style and overall rhythm the book was ... By Mike I loved the writing style and overall rhythm the book was written in. As someone who works in finance, I found the book illustrated personal financial planning in a very easy and comprehensive way. I would recommend it to those who are looking for an easy way to gain understanding on personal finances without needing to read endless charts and breakdowns.

An investing story that provides insights into dealing with your money and finding financial security; Making the right investment decisions and executing an effective financial plan can be difficult, especially in today's markets. But with the right guidance you can achieve this goal. Now, in *The Story of Rich*, leading wealth manager John David "J.D." Joyce shows you how. Based on his real-world experiences with investors throughout his successful career, this book offers meaningful advice about financial planning and investing. Designed for those with significant assets who are nearing or recently retired, as well as individuals who have recently come into new money through business or inheritance, *The Story of Rich* skillfully explains financial planning and investing through a fable of a man who sells a business he's worked so hard to build, and now finds himself with more money than he's ever had to deal with. Along the way, this book teaches you about important investment concepts and presents you with tools to consider your options and choose an appropriate investment strategy. Chronicles the fictional story of a recently retired businessman who is worried about making the most of his money now that he's no longer generating regular income. Presents lessons about investing, sometimes through comparisons to topics like marathon running or wine making, in the quest to make sense of fundamental investment concepts. Author John David "J.D." Joyce has been named a Top Financial Advisor by Barron's in 2009, 2010 and 2011. Engaging and informative, *The Story of Rich* is the perfect guide for those concerned about protecting their hard-earned money and investing it wisely.

From the Inside Flap: Regardless of one's wealth, age, or experience, making the right investment decisions and executing an effective financial plan can be difficult, especially in today's markets. But with the right guidance, you can avoid potential pitfalls and fulfill your financial dreams. No one knows this better than author John David "J.D." Joyce. Named Top Financial Advisor by Barron's, this leading wealth manager has worked closely with investors for almost two decades—helping them navigate through uncertain times in the economy, the markets, and their personal lives. Now in *The Story of Rich*, he shares his extensive insights with you. Believing it is often easier to learn through stories, Joyce has created a financial fable—based on characters and personalities that are an amalgamation of investors' ideas outlined here. The Protagonist, Rich Viva, recently sold his business and has come into considerable cash. Peg, his wife, has successfully handled the majoring of investing in the past. This story skillfully follows Rich's journey as he learns about key investment concepts and the importance of developing an investment plan from his daily interactions with old friend and new acquaintances. There's a little bit of each of us in Rich Viva, and as the story progresses, you'll discover how the lessons he's learned—from differentiating between the news and noise that affects investments to creating a cash flow ladder to provide for your needs—can readily be applied to your own long-term investments endeavors. And while Rich admits early on that he's uneasy about contemplating his financial future, you'll stand by him as he gains the knowledge and confidence needed to base investment decisions on logic, reason, and facts, instead of opinions and emotions. Most investors benefit by developing a plan that clearly targets their objectives. Engaging, entertaining, and above all, educational, *The Story of Rich* will help you achieve this goal by putting you in a better position to develop an investment plan that has the potential to stand the test of time. About the Author: John David "J.D." Joyce has been advising clients with their investments for nearly two decades. He has been named a Top Financial Advisor

in the United States by Barron's magazine. Throughout his career, in his role as financial and wealth advisor with a major Wall Street firm, J. D. has assisted high-net-worth investors through various markets cycles as well as their personal life changes. Matt Joyce is a journalist and writer who has worked in the news business in Texas, Wyoming, Colorado, and New Mexico. He has held reporting positions with the Associated Press, the Dallas Business Journal, and the Durango Herald.