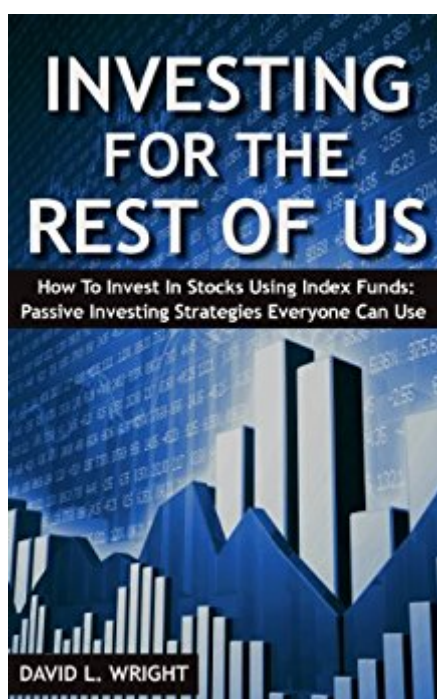


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INVESTING FOR THE REST OF US: How To Invest In Stocks Using Index Funds: Passive Investing Strategies Everyone Can Use (Investing For The Rest Of Us Series)



Synopsis

Everyone knows that they need to invest. You need money for your future; for a down payment on a house, for your children's college education, and most importantly, to fund your retirement. Without enough money, you might never be able to retire. Investing for your future is crucial. You know you need to invest, but how do you go about it? The stock market looks convoluted and scary to many people. What do you invest in? Do you buy stocks? Do you buy bonds? What about mutual funds? There are so many choices, so many options. How do you decide? How can you build a portfolio which will help you achieve your goals? Making matters worse, Wall Street makes investing in the stock market seem complicated. Over the years, Wall Street has made plenty of money promoting complex investment strategies with high fees on unsuspecting clients. Do you know what to buy? Do you know when to sell? Do you have the skills, the time, and the desire to first construct a portfolio, and then closely monitor your investments on a daily basis? When seeking investment advice, who can you trust? Do those Wall Street money managers have your best interest at heart or are they just doing what's best for them? Do you know how to determine if your portfolio manager is doing a good job managing your money? It can all seem overwhelming. Many people know they need to invest; unfortunately most have no idea what to do. What you need is a plan-of-action; an easy to understand way to determine what you should invest in and how you should go about investing. You need a simple, clear, straight-forward strategy; one which should maximize your returns while keeping your money as safe as possible. It is possible to create a simple, easy-to-understand portfolio which not only perform well, but will also likely outperform 80% of professional money managers. Investing For the Rest of Us is an introductory guide to investing for people who lack the time, the inclination, the desire, or the skills needed to closely monitor their investment portfolio. In this easy-to-read book, you will learn how to invest and create a portfolio. The book provides strategies which are incredibly easy to implement and maintain. You will learn everything you need to know to construct an investment portfolio, one which not only is easy-to-build and easy-to-monitor, but one which will likely outperform 80% of professional money managers. The book includes five model portfolios which can be used "right out of the box" or customize yourself. These professionally designed model portfolios have been back-tested, and all outperform 80% of professional money managers. You will learn everything that you need to know to construct an investment portfolio quickly and easily. There is no need to spend your time closely monitoring your portfolio. Simply use one of the model portfolios included in the book and then "invest" about an hour or so once a year updating your portfolio. The book provides you with everything that you need to know. Bonus: Get a free spreadsheet to help you update your portfolio.

This spreadsheet will shorten the time it takes to update your portfolio annually from about an hour to about five minutes! ABOUT THE AUTHOR David L. Wright, a retired financial executive, has been investing since his teens. A former Chief Financial Officer, Wright was responsible for selecting, designing, and managing a 401(k) retirement plan. Having been accountable for the creation of a plan for 1500 participants, Wright understands what goes in to designing a portfolio. Wright was inspired to write this book after countless friends, colleagues, and employees expressed frustration over how to invest their money. They all communicated the same concern: they knew they needed to invest, they simply did not know what to invest in. Wright's goal was to write an easy-to-understand guide to investing for the rest of us.

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Customer Reviews

"Investing For The Rest Of Us" is an excellent introductory book for those who want to gain basic knowledge about retirement investing. This book explains the basics of index funds, why they're generally a good idea, the basics of portfolio allocation and balancing, the benefits of low turnover and low expenses, and provides an introduction into the psychological traps one can encounter in investing. This is all done short and sweet, in plain, conversational English, no finance MBA

required. I'm a private investor and people have asked me what book I'd recommend to understand the basics of retirement investing. These people tend to stress that investing and financial planning is neither a personal strength nor an interest. It's difficult to find a book that teaches the basic concepts of retirement investing well without getting too technical or too directed toward individual stock valuation. David's book rides this line well, along the lines of "The Little Book" investing series. I'd recommend "Investing For The Rest Of Us" to those who want to take the next step in investing. The basic tenets in the book will likely set those who follow them up for better long term returns.

I wish I had read this book 20 years ago. Great, simple approach to investing for people who know little to nothing about investing and financial markets like myself and even those amateurs who think they know something about how to grow their money. After a lifetime of financial planners and hit and miss investments, this book showed me the way for future investing. It also helped explain why to this point my returns were so poor. This book does not pretend to be a strike it rich approach to investing, but rather a proven, consistent approach to realize good returns over the long term. This investment approach is the tortoise not the hare. You won't get rich quick, but that's okay because with all my investments in the past 30 years, that never happened. I recommend this book for any investor who like me, has no time or inclination to closely follow the markets. Easy to follow. easy to understand, easy to implement. The younger you are, the more important it is that you read this book.

This is the first and only book on investing which I could read from cover to cover without falling asleep, and actually learn from it. The book is written in a clear, simple and straight-forward fashion which sheds a lot of light on investments. Far from being an expert, I wanted to learn and understand the basics of the stock market in the least painful way: this book was perfect for my quest. I have learned about index funds and how anyone can choose a portfolio that will pay off in the long term. The investments suggested in the book are not for those who favor a risky get rich fast approach, but they are for those who prefer a safer, steadier strategy that has proven to bring consistent results in the long term. I wish I had read this book many years ago but I am glad I have found it now. I highly recommend this book and I think kids should read it in school, for their own benefit.

This is the book that will allow you to feel at ease keeping your investments managed with a simple, clear, straight-forward strategy that should maximize your returns while keeping your money as safe

as possible. Your worst enemy in investment strategy is yourself, and this book will remind you when to listen and when to not. It paints the big picture of wise life-long investing that most people should heed. I think the writer keeps a very nice balance between technical stock market details and simple common sense. Cuts through some of the mystery!

I received a Kindle version of this book for free on LibraryThing in exchange for an honest review. Most of the information I have read on investing contains broad principles that anyone can use or details that are more applicable for savvy or highly skilled investors. While those types of information can be helpful, it is also useful to have practical information that is applicable to the average person. I feel that this book fits that category. It took many of the broad principles that I have read about before and discussed how to practically apply them. It also introduced some material that was new to me. The one drawback is that the author is writing under a pseudonym, so that makes it more difficult to determine the integrity of the information, since searching information about the author's reputation and experience is not possible. However, the book referenced multiple other resources on various applicable topics throughout the book. So, researching other sources that address the same issues could be helpful in determining how much weight one might want to give to the information contained in this book. This book is one that I want to keep handy as a reference when working through decisions about investment. However, I would prefer to obtain a physical copy for referencing as I find it easier to flip back and forth between charts and the explanations if I have a physical book. I am giving this book 5 stars because it is very well written for the target audience and because it appears to have good potential in being helpful as a reference in my library.

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