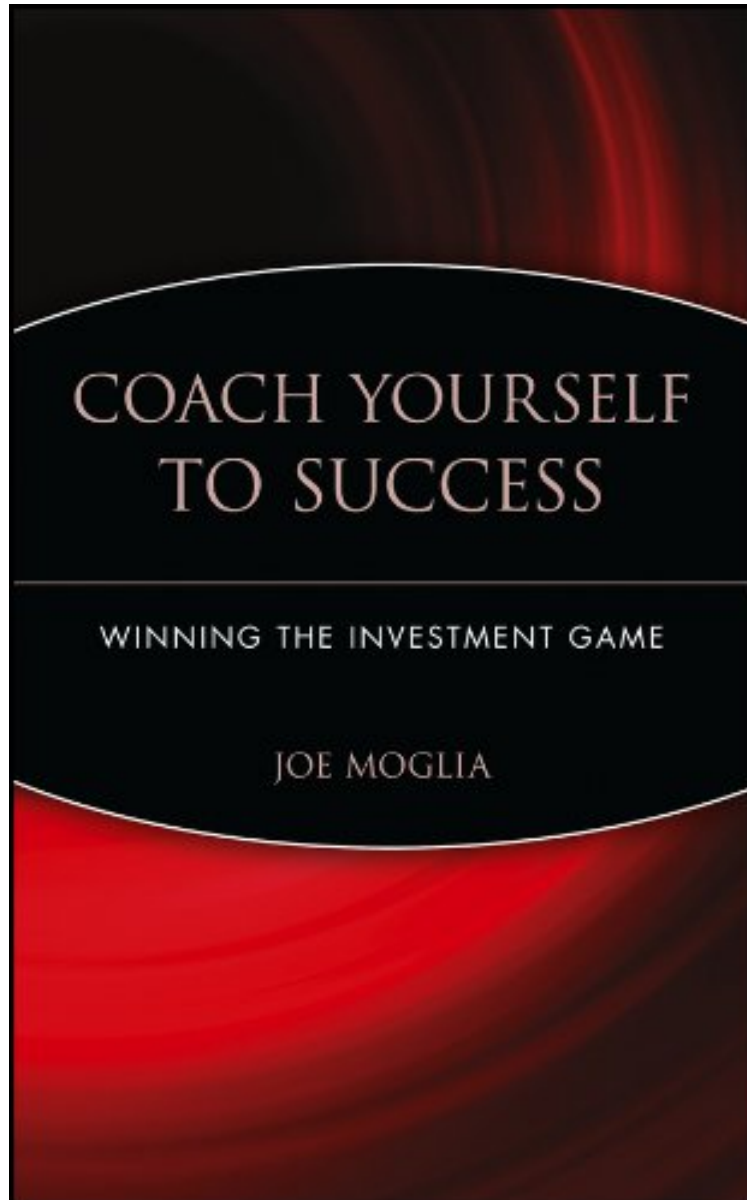


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Coach Yourself to Success: Winning the Investment Game

Joe Moglia

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Joe Moglia : Coach Yourself to Success: Winning the Investment Game before purchasing it in order to gage whether or not it would be worth my time, and all praised Coach Yourself to Success: Winning the Investment Game:

0 of 0 people found the following review helpful. Great book on the basicsBy Jeff BatesVery helpful to gain a basic understanding of securities and gives you a framework to build upon. I can relate well to the author's coaching metaphor and enjoy his sense of humor. This is a good read for anyone looking for assistance in understanding the

world of investing. The only caveat I would say, is keep in mind it was written in 2005--a lot has happened since then--we are now in uncharted waters. I was fully aware it was not a current book when I purchased it--it did what I expected it to--it explained Stocks, Bonds, bond ratings, Mutual Funds, Exchange Traded Funds, etc. It gives many Internet site references for helpful tools throughout the book. Highly recommended for beginners. 0 of 0 people found the following review helpful. Excellent Reference By MD R. I am thrilled with the product and expect to read it quickly. The examples and graphs I have seen thus far are up to date and accurate. 23 of 23 people found the following review helpful. A Little Basic By EconFan I enjoyed this book. As a young investor, it was immensely helpful in describing the different financial products available to me including pros and cons of each. I would highly recommend this to any parent who wants to get their children into investing at a younger age (I'm in my early 20's) as it has a straight forward approach that is particularly helpful for the "uninitiated." That being said, there are a couple of downsides. This is certainly not a book for someone who has a pretty good understanding of products and ways to allocate their portfolio. While Moglia mostly does a good job of explaining pros and cons of the different financial vehicles as I mentioned above, he seems to skim past implications of certain market factors. For example, in a discussion about bond yield curve, he explains how to look at the chart, but gives little direction in terms of what each kind of curve implies about what is happening in the bond market that causes this or even what's happening in the overall financial market that causes this. The other slight problem, is that it does have a slight hint of salesmanship to it, directing readers to the Ameritrade website. While a seasoned investor will know what works best for them, a basic investor doesn't necessarily have a full picture of different financial planning tools available to them. He also drives you towards Exchange Traded Funds, which while they are a powerful tool for many, may not be right for everyone. At the end of the day, this should be part of any investor's library as they're just starting out, but shouldn't be viewed as the bible.

Praise for Coach Yourself to Success "Knowing how to make money and hold onto your money has never been easy. Joe's strategies are clear, accessible, and performance based. Joe, thanks for taking the mystery out of investing." -- Maria Bartiromo, host and managing editor of the nationally syndicated program the Wall Street Journal Report with Maria Bartiromo and CNBC's Closing Bell. "Leave it to Joe to look out for the rest of us Joes and Joannes. Practical. Useful. Meaningful. The man who democratized trading has now leveled the playing field." --Neil Cavuto, Vice President of FOX News Channel, host of Your World with Neil Cavuto and author of the New York Times bestseller, More than Money "Joe Moglia has provided a coach's playbook for everyone. This is an invaluable tool for executing the right investing moves to win the game!" --Bill Bolster, former CEO CNBC, CNBC Intl. "If there is a parallel between football and investing, it is that to be successful you have to stick to the fundamentals. 'Coach' Joe Moglia lays out the fundamentals for you in a concise, straightforward manner. Read it and win." --Vince Lombardi, Jr. "Coach Joe Moglia knows the game and knows it well. His clearly written book is indispensable for the novice and great fun for the knowledgeable." --Bob Kerrey, President, New School University "As the president of Ameritrade, Joe Moglia revolutionized online trading, making individual investors successful as never before. In Coach Yourself to Success, Moglia's insights give individual investors a new and powerful tool to achieve their financial objectives." -- Roger McNamee, cofounder of Elevation Partners, Silver Lake Partners, and Integral Capital Partners, and author of The New Normal

From the Inside Flap Over the years, Wall Street has repeatedly warned individual investors against managing their own money. This, they say, should be left to "financial professionals." The truth of the matter is that investing is manageable and you can master it on your own. Joe Moglia, CEO of Ameritrade, knows that today's individual investors have what it takes to make their own investment decisions. All they need to tackle success is a little coaching. And if you think the CEO of one of the world's leading online brokers couldn't begin to understand the financial issues of today's investors, think again. As one of five children born to immigrant parents, Moglia knows what it's like to worry about not having enough money to get by, let alone having money to save and invest. But through hard work and dedication, first as a winning coach in the field of football and then as a leader in the world of finance, Moglia found success. Now, he wants to help you find that same success and does so by explaining the tools and resources available that allow you to construct and execute a personal investment plan that fits your needs. Filled with in-depth insight and practical advice, Coach Yourself to Success explains the essential principles of investing. Divided into these comprehensive parts, this user-friendly guide first describes the building blocks of investing and the primary types of assets, so you can understand what they are and how they differ from the rest. You'll become familiar with: Individual stocks Mutual funds Exchange traded funds (ETFs) Bonds Cash instruments And more After gaining a solid foundation in the basics, you'll put your understanding to work in Part II. Discussions of determining goals, assessing risk tolerance, allocating assets, formulating and executing investment plans, and monitoring investment performance will help you put the pieces of the investment puzzle together and create a sensible portfolio. In turbulent financial times, the wrong advice can become extremely costly. With Coach Yourself to Success as your guide, you'll not only have a better idea of what to do, but you'll also have a far better understanding of why you are doing

it.From the Back CoverPraise for Coach Yourself to Success "Knowing how to make money and hold onto your money has never been easy. Joe's strategies are clear, accessible, and performance based. Joe, thanks for taking the mystery out of investing." mdash;Maria Bartiromo, host and managing editor of the nationally syndicated program the Wall Street Journal Report with Maria Bartiromo and CNBC's Closing Bell. "Leave it to Joe to look out for the rest of us Joes and Joannes. Practical. Useful. Meaningful. The man who democratized trading has now leveled the playing field." mdash;Neil Cavuto, Vice President of FOX News Channel, host of Your World with Neil Cavuto and author of the New York Times bestseller, More than Money "Joe Moglia has provided a coach's playbook for everyone. This is an invaluable tool for executing the right investing moves to win the game!" mdash;Bill Bolster, former CEO CNBC, CNBC Intl. "If there is a parallel between football and investing, it is that to be successful you have to stick to the fundamentals. 'Coach' Joe Moglia lays out the fundamentals for you in a concise, straightforward manner. Read it and win." mdash;Vince Lombardi, Jr. "Coach Joe Moglia knows the game and knows it well. His clearly written book is indispensable for the novice and great fun for the knowledgeable." mdash;Bob Kerrey, President, New School University "As the president of Ameritrade, Joe Moglia revolutionized online trading, making individual investors successful as never before. In Coach Yourself to Success, Moglia's insights give individual investors a new and powerful tool to achieve their financial objectives." mdash;Roger McNamee, cofounder of Elevation Partners, Silver Lake Partners, and Integral Capital Partners, and author of The New NormalAbout the AuthorJoe Moglia, CEO of Ameritrade since the spring of 2001, has a long career in the investment business. He joined Ameritrade from Merrill Lynch, where he last served as head of all investment products for private clients, as well as the firm's insurance company and 401(k) business. Prior to entering the financial services industry, Moglia coached football for sixteen years, authored a book on football, and finished his coaching career as the defensive coordinator at Dartmouth College. Moglia holds a master's degree in education from the University of Delaware and a bachelor's degree in economics from Fordham University.