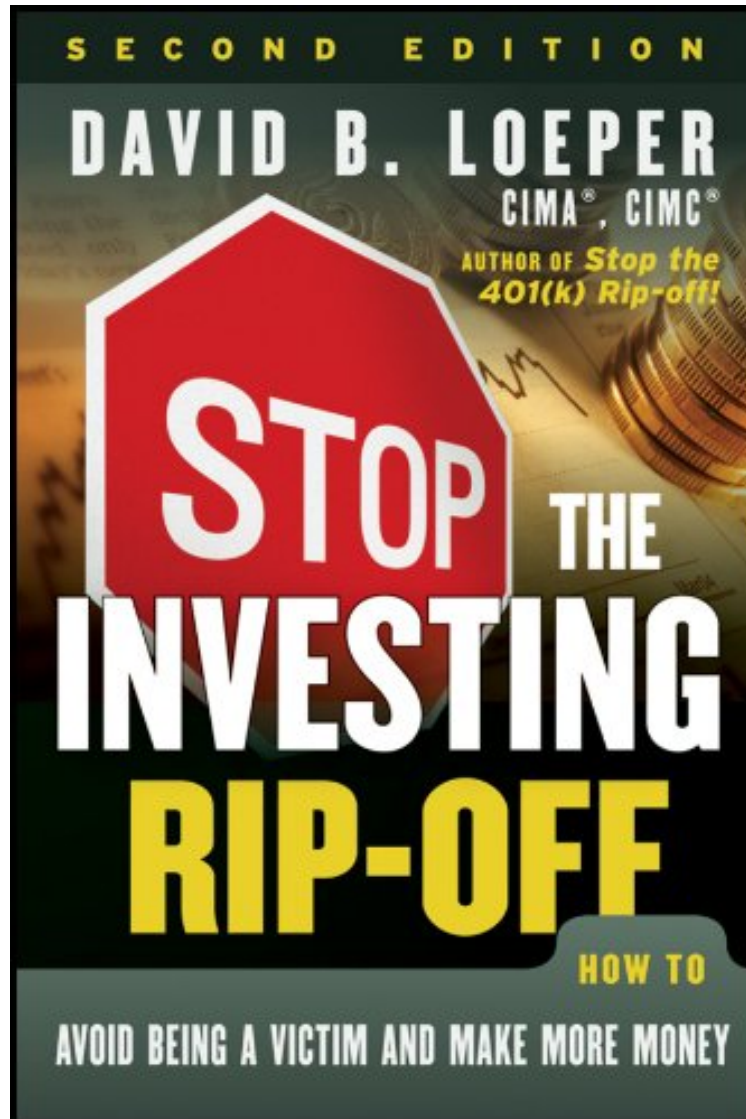


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Stop the Investing Rip-off: How to Avoid Being a Victim and Make More Money

David B. Loeper

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David B. Loeper : **Stop the Investing Rip-off: How to Avoid Being a Victim and Make More Money** before purchasing it in order to gage whether or not it would be worth my time, and all praised Stop the Investing Rip-off: How to Avoid Being a Victim and Make More Money:

1 of 3 people found the following review helpful. Not much hereBy Scott A. Prost-domaskyI didn't really get much from this book. The target audience likely is experienced investors, people with some knowledge about investing through monitoring their own investments. If you are inexperienced investor, for instance, you will understand about

20% of this book. Not good. If you are experienced, you likely already know about 80-90% of this book. I consider myself experienced, though not an expert. Most of us so-called experienced investors already knew bozos like Cramer were more like PT Barnum than they were like John Bogle. We already knew that our brokers had no legal responsibilities to manage our accounts according to OUR interests, and not theirs, and that they had HUGE conflicts of interest because of how they are paid. So what's new with this book?

5 of 6 people found the following review helpful. A map through the landmines of the investing industry

By R. P. Wilson This book is an easy read but is packed with valuable information about the motivations and conflicts of many investment advisors sitting across the desk from you in their office or in the coffee shop providing supposedly sage independent advice about your financial future. Many advisory professionals are sincere in their advice practice, but uninformed of the fallacies they spread as gospel, because they were taught a fallacious view on investments by the firm they work for or are one of many advisor addicted to casino style betting financial jargon and fads of the popular financial media. The worse of them are simply trying to maximize the commissions or fees they earn while minimizing the effort to do so in order to live their own financial dreams, and have rationalized themselves into believing they are doing more good than harm, while avoiding any fiduciary duty to you ahead of their own interests.

One of the biggest industry lies Loeper exposes in very straightforward language is that despite regulatory disclosures that the past market performance of any stock, mutual fund, or other investment is not indicative of future performance, a very high percentage of all presentations to investors are essentially trying to tell investors the opposite is true. That the advisor himself, or another money manager they are recommending, supposedly does have a performance track record that foretells of future riches for the investor - a selling point in direct conflict with this required disclosure. Many examples of this type can be found in this book and it provides the reader with several types of questions they can ask a prospective advisor to help avoid possibly catastrophic pitfalls.

4 of 6 people found the following review helpful. The business of investing is not the same as investing in businesses

By Mariusz Skonieczny I read the book Investing in One Lesson by Mark Skousen who said that the business of investing is not the same as investing in a business. Stop the Investing Rip-Off describes to readers what the business of investing is all about. The author educates investors about brokers, advisors, discount brokers, financial planners, wealth managers, and authors. I cannot overemphasize the importance of understanding the business of investing in order to be successful at investing. I absolutely loved this book. I did not agree with everything, but it really makes you think about everything you think you know. I highly recommend it.

- Mariusz Skonieczny, author of Why Are We So Clueless about the Stock Market? Learn how to invest your money, how to pick stocks, and how to make money in the stock market

The questions every investor should ask before parting with their hard-earned cash This book serves as an advocate of the consumer and brings to light what insiders know about the side of the sales pitches that consumers don't, but need to hear. Stop the Investing Rip-Off reveals the questions every investor should ask during a financial sales pitch before they pull the trigger and buy the next mutual fund, stock, advisory service, or other investment product. Based on David Loeper's nearly twenty-five years of experience of seeing the inner workings of the industry, this updated edition of his classic book offers new strategies based on the performance of the stock market over the past two years. Sheds light on the oft unseen deceit of the financial services industry

An updated and revised edition of the bestselling Stop the Investing Rip-Off Written by David Loeper who is regularly quoted in Kiplinger's Money and Investment News and regularly contributes to Forbes Intelligent Investing Stop the Investing Rip-Off, Revised and Updated is filled with advice for investors who want to avoid becoming victims of smooth talking salespeople and the effective advertising and marketing campaigns designed to evade reality and prey on your emotional desires.

From the Back Cover Praise for the Second Edition of Stop the Investing Rip-off: How to Avoid Being a Victim and Make More Money "There are money morons everywhere! I'm sick of running into them at neighborhood gatherings and family holidays and business lunches and in every form of media, always making mistakes that make other guys millionaires. It makes me want to clap my hand over their flapping lips and jam a copy of David's book into their paws. It's a sucker-bait neutralizer; and, boy, do we need fewer suckers." Jason Kelly, author of The Neatest Little Guide to Stock Market Investing Investment firms lie. Many are packed with charlatans and smooth-talking salespeople using insidious advertising and marketing techniques designed to prey on your emotional desires against your better financial judgment. But that isn't to say there isn't money to be made. Based on investment management expert David Loeper's almost twenty-five years of experience studying the investment industry from the inside, this fully revised and updated edition of Stop the Investing Rip-off is the only book you need to avoid being scammed and to make sure you are getting the most out of your money. Shedding some much-needed light on the often unseen deceit practiced by the financial services industry and offering all-new strategies based on the performance of the stock market over the past two years, the book provides; and explains; the questions every investor needs to ask before parting with their hard-earned cash. A staunch advocate of the consumer, the book teaches you the tricks that insiders use to make attractive sales pitches and how to dig deeper to uncover whether these opportunities are the real deal. The complete guide to avoiding hidden charges and making more money, Stop the

Investing Rip-off is the one-stop resource for the savvy individual investor. About the Author David B. Loeper is the CEO of Financeware, Inc. Prior to founding Financeware in 1999, Loeper was Managing Director of Strategic Planning for the retail brokerage division of Wheat First Union and served on the Investment Advisory Committee of the nearly \$30 billion Virginia Retirement System. Loeper has been active in several industry associations including the IMCA (Investment Management Consultants Association.) He has also been a featured speaker at numerous industry events and often contributes to industry publications as well as appearing on CNBC, Bloomberg TV and Yahoo Financevision.