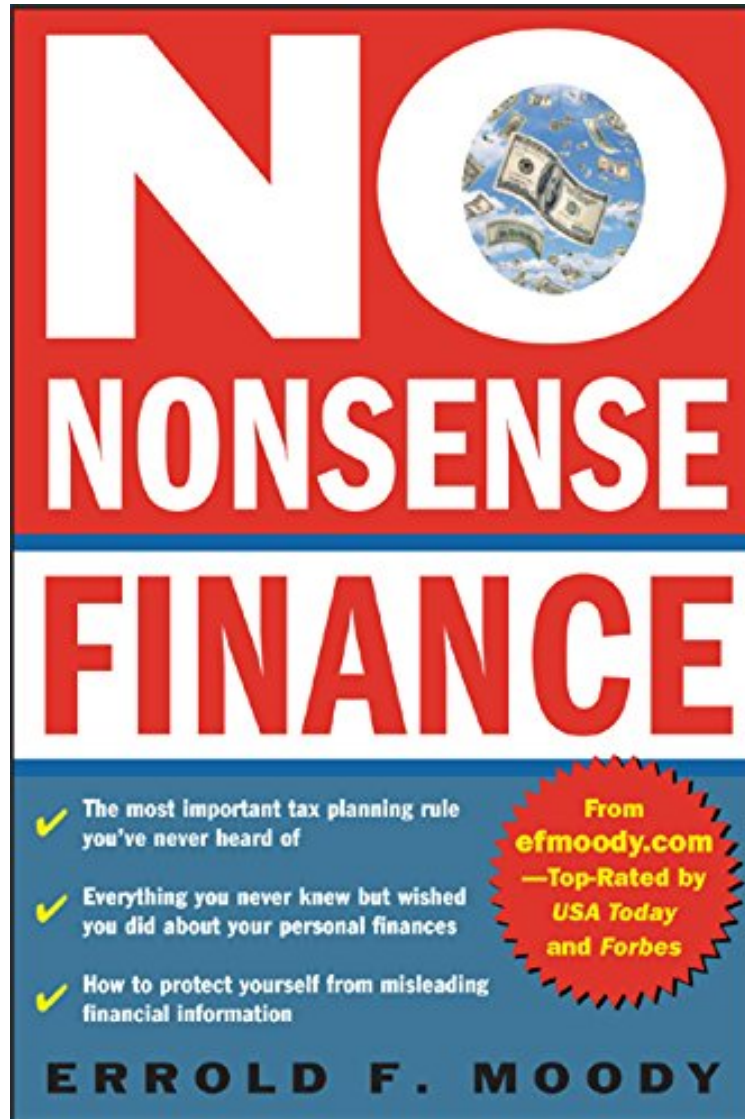


No-Nonsense Finance

Errold F. Moody

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Errold F. Moody : No-Nonsense Finance before purchasing it in order to gage whether or not it would be worth my time, and all praised No-Nonsense Finance:

4 of 5 people found the following review helpful. Lacking as an investment primer By Artephius (.Since I am a big fan of index fund investing, I was pleased to see Moody recommend index funds.I was very disappointed in Moody's practical advice for asset allocation. He railed on and on that brokers and financial planners do not know how to do asset allocation properly. I expected him to tell the reader how to do AA correctly, but all I got was some very generalized advice. He also did not review the historical correlation data between asset classes, and the amount of variability in correlations over time.Although I agree with most of Moody's financial planning advice, I really take

exception to his advice to time the stock market. He suggests that you should progressively bail out of the stock market as the general market declines from -10%, -15%, and completely sell out at -25%. Although one could probably monitor the highs of the SP 500 and bail out at his percentage levels.....the real problem is knowing when to get back into the market. There are many studies which show that if you miss just a few days when the market starts recovering.....you miss most of the gain in the market. I am a believer in the buy-and-hold approach....and you set your asset allocation so you can sleep at night and don't panic when the market declines occur. I would suggest people save their money and not buy this book.....but instead buy a couple good books on index fund investing and asset allocation. The Richest Man in Babylon Bogle on Mutual Funds: New Perspectives for the Intelligent Investor The Millionaire Next Door The Four Pillars of Investing: Lessons for Building a Winning Portfolio A Random Walk Down Wall Street: The Time-Tested Strategy for Successful Investing, Ninth Edition The Coffeehouse Investor: How to Build Wealth, Ignore Wall Street, and Get On With Your Life The Bogleheads' Guide to Investing 0 of 0 people found the following review helpful. Good Book By Customer Wasn't the book I picked out, don't why I got it but now I have it so I'll put it to use after I read Index Annuities and The Annuity Advisor, better books. Shepmcsc 1 of 1 people found the following review helpful. No Nonsense Finance By Michael D. Spiro Great overview on important financial topics by Mr. Moody. He has a great web site as well. A very worthwhile read.

Today's most powerful personal finance website transfers its take-no-prisoners approach to the printed page Errold Moody and his website efmoody.com have gained a substantial grassroots following --and praise from Forbes, Business-Week, USA Today, and others--for their straight-talking approach and hands-on guidance in all areas of personal finance. No-Nonsense Finance brings the website's wealth of information to a concise yet comprehensive guidebook, outlining a commonsense program for saving regularly, investing wisely, and resisting the impulse to buy unnecessary products and advice. From showing readers how to find advisers they can trust to dispelling myths about asset allocation, dollar-cost averaging, and more, No-Nonsense Finance is the ideal financial reference. Readers will enjoy, and profit from, Moody's irascible, often irreverent advice, including: Why one should never buy stocks from a stockbroker Basic estate planning issues demystified "Caveat Investor" sidebars to highlight key points

From the Back Cover A take-no-prisoners approach to making your money work for you--from investing to insurance, real estate, and more Prepare yourself for a shock. Because No-Nonsense Finance is like no personal finance book you have ever read. Hard-hitting, irreverent, frequently caustic, but always honest and on-the-money--like its author, noted personal finance expert and Internet guru Errold Moody--this straight-talking book uses a refreshingly in-your-face style to detail everything you need to know about your financial life, and how to make your money work for you. But don't let his style fool you. Fact is, when it comes to taking care of your money, Moody may be the best friend you'll ever have. Look to No-Nonsense Finance for pull-no-punches guidance on important issues including: Strategies for knowing more than your stockbroker (it ain't that hard!) How much insurance you need, or don't need, and why Straight-talking investment advice for every stage of your life Why you don't want to use a broker, insurance agent, or financial planner shy; shy; yet why you may need one What you really need to know when buying long-term care insurance No-nonsense guidelines for estate planning, real estate, and more You may not like what Moody has to say. Still, in order to live well today and retire better tomorrow, you need to hear it. Let No-Nonsense Finance show you how to consistently do the right things with your money shy; shy; and reveal how easy it can be to do the wrong things if you're not careful. About the Author Errold F. Moody, Ph.D. has more than 20 years' experience as a financial and real estate columnist. Founder of the top-rated website efmoody.com, he has been published or quoted in the Wall Street Journal, Smart Money, and other publications.