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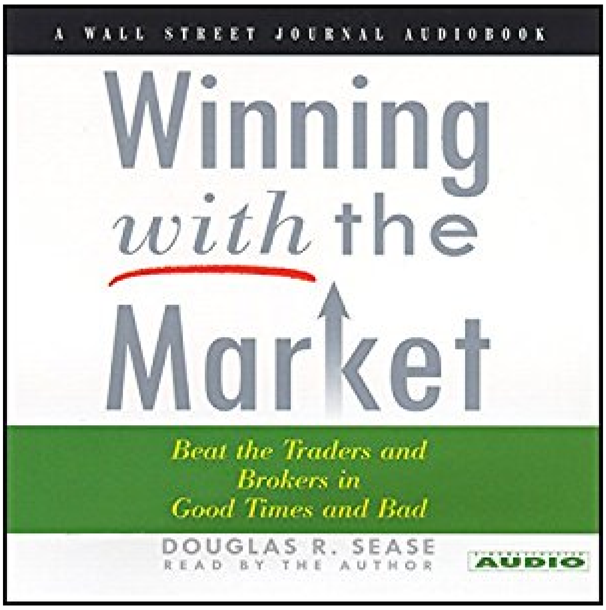
Winning With The Market: Beat The Traders And Brokers In Good Times And Bad



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Synopsis

Say good-bye to expensive brokers! Forget gambling on their latest "hot stock," or their junk-bond or high-cost mutual funds recommendations. The results can be disastrous. Instead, veteran Wall Street Journal editor and CNBC commentator Douglas R. Sease shows you how to take back control of your money with a simple, safe, yet powerful investment program that can be tailored to your individual needs. Writing with the solid backing of The Wall Street Journal, Doug Sease reminds us that many financial services providers try to make investing appear mysterious and difficult in order to justify their fees. You can use a combination of inexpensive, easy-to-purchase investment vehicles -- stock-index mutual funds and inflation-indexed Treasury bonds -- to build a portfolio that will maximize your returns and minimize your risk. Combining a disciplined savings program with an equally disciplined investment program is a virtual guarantee of success. It puts more money into your investments instead of into Wall Street’s pockets. Best of all, Sease shows how to make the most of your money at different stages of your working life. Winning with the Market shows you how to make the most of you rmoney for a lifetime of successful, broker-free investing. --This text refers to an out of print or unavailable edition of this title.

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Customer Reviews

Sease seems to me like a man with a good head on his shoulders. He understands the market very well and simplifies it for the average investor. We are all looking to make more money while spending as little as possible and Sease’s investment tips are a good start.He spans the field of investing from those who are interested in high risk stocks to those who wish to invest there money more safely into money markets. The book has tips for every investor, which is both a good and a bad thing.Sease focuses on a broad scope of savings and investment strategies for the person looking to explore the field. Being this broad, I do not recommend this book to those who look to dig up information on more specific types of investment strategies. There are various books out there to meet the needs of the more narrow investor, but Sease’s book is focusing on the entire spectrum to inform his readers of the possiblities that are out there.To be honest, I read this book for an economics class that I am taking, and initially I was not thrilled. In reading it, however, I have learned much more about the market and investing then I could have imagined. It is a stretch, but I may have even enjoyed the book from time to time.I highly recommend this book for those who are looking to make the kind of retirement/nest egg/tuition money that they really dream of having. It will allow the average investor to jump into what can often be a very confusing and sometimes scary market. If nothing else you will understand the market better should you ever decide that you would like to try investing.

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This book is an overview of simple ways to create investment income. As such, it is lacking in depth and documentation found in many narrower books. You will find that you will need to work with these more focused books in order to get the full benefit from this one. The main reason for reading this book is to consider the many sample portfolios for mixes of stocks and bonds for accomplishing financial goals at different ages, with different objectives, and with varying financial obligations."Do you want the stock market to go up or down?" Mr. Sease poses that question to help you decide if you are an investor or not. Investors want the market to go down so they can buy cheap. Those who are living from their investments or cashing them out want high prices, because they will be selling rather than buying in the future.This book provides a good general overview of the role of savings, stocks, bonds, investment brokers, investment managers, financial advisors, mutual funds, public sources of information in helping you make money. Unlike many such books that then espouse one solution for all, the book segments its readers by age, financial obligations, and income to suggest different methods to be used to implement the book's ideas.The book has a worthwhile goal: "to free you from the tyranny of the financial services industry and the wasted time spent chasing outsize returns . . . ." He has some candid views to share in this regard. "I don't like stockbrokers." He later clarifies this as the full-service stockbrokers.Basically, Mr. Sease is an advocate of the efficient market hypothesis for financial securities. This means that most people will not be able to outperform the market averages. The track record of professional money managers certainly is consistent with this hypothesis. But you can match the averages cheaply by buying indexed, no-load mutual funds. Almost all of his portfolios have some of these in them. As you get closer to needing the money, he suggests putting money into bonds to protect your principal from the large fluctuations that stocks often experience. He also demonstrates the power of compounding to encourage you to save more and save sooner.Despite the basic soundness of Mr. Sease's approach, the book itself does have some weaknesses that you should be aware of. Most of these weaknesses seem to relate to trying to cover too many subjects in one slim volume.For example, the most important thing you can do to be more successful with your investing is to have written goals that you regularly review. These goals should include subjects like housing, education for your children, financial security for your family, long-term health care, and retirement. Some people will also want to include philanthropy and caring for other family members, including parents, siblings, and grandchildren. But that's up to you. Although the book does refer to goals, it does not begin to do so until the middle of the book and treats the goals as though you already have them. My experience in working with successful, educated, high-income people is that almost none of them have written financial goals that they review. For some ideas on how to do this, I suggest you review the excellent material in Charles Schwab's new book, You're 50 -- Now What?Second, the subject of what you can expect from stocks and the case for indexed mutual funds is made much better than in this book by John Bogle in Common Sense About Mutual Funds. You should take a look at that book. You should also consider the new book, What if Boomers Can't Retire?, to understand the risk of common stocks failing to provide their historical returns in the future.Also, financial investments are not the best way to build financial security. Books like Rich Dad, Poor Dad make the case for creating investments that generate cash from a young age. In most cases, these investments will either be real estate or businesses. These subjects deserve equal time in a book about investing, but are not considered in this one. In the new book, Rich Kid, Smart Kid, is a fascinating example of how a young man learned this lesson by his father refusing to buy the son a new set of golf clubs. In the process, the son learned how to start his own vending machine business, make investments for his own college education, and let his business pay for the golf clubs. That is a far more powerful paradigm than is presented here.I agree in principle with almost everything said in this book, but I would not encourage most people to read the book until after they had read the other books I suggested. At that time, the reader will be ready for the sample portfolios in this book which present some interesting alternatives for getting good long-term returns from financial investing with acceptable risk for the timeframes involved.After you have finished considering the model portfolios in this book, I suggest that you test them for risk by assuming that both the stock and bond markets perform as badly as they ever have in the past. Then look at what you projected returns look like. Imagine how you would feel if you experienced these returns. If you would be disgusted and unhappy, chances are that you are taking on too much risk.Take out unnecessary risk first if you want to enjoy better investment returns, sounder sleep, and less emotion-tossed investing. Otherwise, you, too, could become another example of buying high and selling low.

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