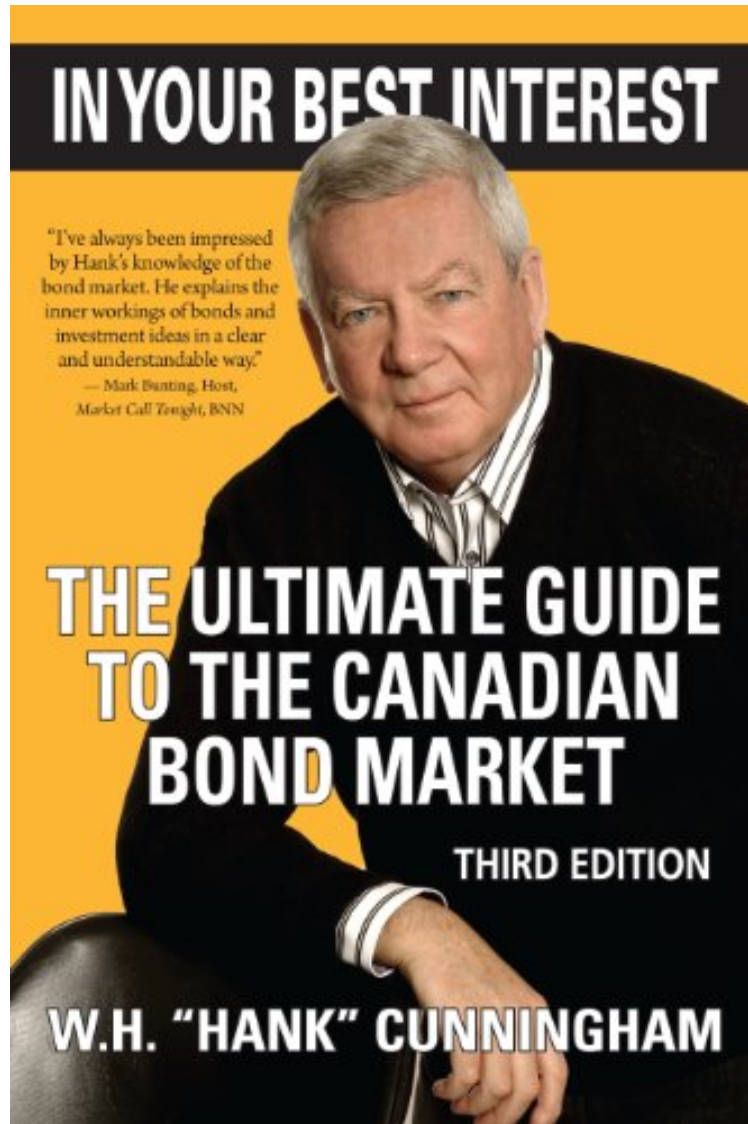


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In Your Best Interest: The Ultimate Guide to the Canadian Bond Market

W. H. (Hank) Cunningham

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W. H. (Hank) Cunningham : In Your Best Interest: The Ultimate Guide to the Canadian Bond Market before purchasing it in order to gage whether or not it would be worth my time, and all praised In Your Best Interest: The Ultimate Guide to the Canadian Bond Market:

0 of 0 people found the following review helpful. PointlessBy Frank InMichiganI read the book cover to cover and I found it fairly pointless. It has some useful information about different types of bonds and their tax implications but really you can just google that.Unless you have easily over \$500,000 it seems unlikely you'll buy bonds directly

instead of mutual funds in the bonds segment. From what I've seen you simply can not get a very good price for bonds unless you buy in very large quantities. Start by checking what your broker offers. The part that really irritated me was that in all of the examples it talks about how you can buy a certain bond for \$1.00 and at X interest rate it will be worth X amount in 10 years. Well, look at the listing from your brokers web page, no bonds are being sold for unity, most are sold for much higher, so a bond that might be worth \$1.07 one year from now is not sold for \$1.0, it's sold for \$1.06. So the book spends about 30% of the pages on nice graphs about how something purchased for \$1.0 today is going to be worth X amount 5 years from now, or if you have a ladder, and so on, but it neglects to mention no broker will sell you the bond for \$1.0.

In Your Best Interest will put you ahead of the average investor or financial advisor by giving you the tools to demystify the fixed income market and meet your income and retirement needs.

Attempts to empower individual investors to take control of this important aspect of their portfolios and to demystify the bond market. No nonsense, practical financial advice for Canadians. Second edition 9781550028768 has sold over 2500 copies since its release in December 2008. I've always been impressed by Hank's knowledge of the bond market. He explains the inner workings of bonds and investment ideas in a clear and understandable way. I always learn something when he's on the show. (Mark Bunting Host, Market Call Tonight, Business News Network.) Hank Cunningham is a widely acknowledged authority on Canadian fixed-income investing. Fortunately, Hank also has a remarkable talent for writing. In this book, Hank distills complex financial topics into crisp, and sensible prose, perfectly suited for every Canadian investor. A must read! (Robert C. Caldwell Managing Director (BFS), Macquarie Private Wealth Inc.) "Wise, justifiably opinionated and clearly written — accessible to the ordinary investor. The recent stock market meltdown brought home to millions the fact that 'experts' may underprice risk and ignore the security imperatives of an aging clientele. This you can read and absorb, enabling you to take firmer control of your portfolio and your future." — Tom Kierans, former president of Scotia McLeod Inc., and current Chair of the Social Sciences and Humanities Research Council and a Senior Fellow of Massey College at the University of Toronto "Even if you're on your way to talk about fixed-income investments with your financial advisor, you need to read this book." — J. Lyman MacInnis, Financial Advisor "Hank Cunningham is a respected fixed-income professional who has demystified the bond markets for the retail investor. His knowledge and experience provide extremely useful insights into the debt capital markets." — Jeremy Fleming, Managing Director, Wealth Distribution, Foreign Exchange and Investment Products, TD Securities "Many investors lack understanding of the fixed income markets, which is unfortunate given their importance as an economic driver and as an asset class in individual portfolios. Reading Hank Cunningham's book In Your Best Interest is a great place to build that knowledge. It's full of excellent information and advice that's presented in a smart and highly readable format. If you want to learn more about the fixed-income markets and how they really work, Hank's book is a must read!" — Debra A. Hewson, President and CEO, Odlum Brown Limited From the Inside Flap In Your Best Interest will put you ahead of the average investor or financial adviser by giving you the tools to demystify the fixed income market and meet your income and retirement needs.