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Ric Edelman

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From Library JournalEdelman, a talk-show financial planner, transfers a glib "on the air" style of communicating into print, with mixed results. Verbose to a fault, he often crosses the line between financial advice and advice based on his own values. For example, most individuals recognize the cost difference between public and private higher education and do not need Edelman's advice to discount the added value provided by a degree from a high-profile school. His counsel on choosing a mutual fund is essentially sound, but the reader is subjected to what might be a script for television rather than a concise explanation of the issues. The occasional references to the service provided by his own staff of planners suggest that this obfuscation is not unintentional. Better stick with Marshall Loeb's Lifetime Financial Strategies (LJ 1/96).?Joseph Barth, U.S. Military Acad. Lib., West Point, N.Y.Copyright 1996 Reed Business Information, Inc. "Conversational, clever and comprehensive...it is educational and an easy read." -- -- USA Today"Conversational, clever and comprehensive...it is educational and an easy read." -- USA Today"Ric is one of the most engaging communicators of our time. He makes financial planning fun." -- -- Cal Thomas, CNBC talk show host, author and syndicated columnist"Ric is one of the most engaging communicators of our time. He makes financial planning fun." -- Cal Thomas, CNBC talk show host, author and syndicated columnist"[The Truth About Money] offers intelligent and practical insights that can help readers achieve their financial goals." -- Sen. Christopher J. Dodd, U.S. Senate Budget Committee"[The Truth About Money is] a single source for what you need to know to put your financial house in order, an impressive piece of work, and very useful...It's the kind of book all financial advisors want to write, but rarely do." -- Bob Clark, Editor-in-Chief, Dow Jones Investment AdvisorFrom the Back Cover"The advice is sound, insightful, and can be used by young people just getting started, advanced investors, and everyone in between." -- Jack KempAs incomes shrink and the cost of living continues to rise, more and more people are searching frantically for ways to build a stable financial future. But in the crowded and volatile world of today's financial marketplace, the sheer number of available investment options has even sophisticated investors scratching their heads.On this audio, taken from his best-selling book, The Truth About Money, long-time financial planner and Wall Street guru Ric Edelman has created an accessible and practical approach to money management that cuts through all of the confusion and delivers an unbiased and lucid guide to selecting the right investment strategy.Here Edelman focuses on such key topics as estate planning, tailoring investment strategies to suit income and needs, and choosing a financial advisor. He takes the guesswork out of financial planning and provides the novice and the experienced investor alike with the tips, tools, and insights they need to make their hard-earned money work for them.Edelman's latest audiobook The New Rules of Money is also available from HarperAudio.