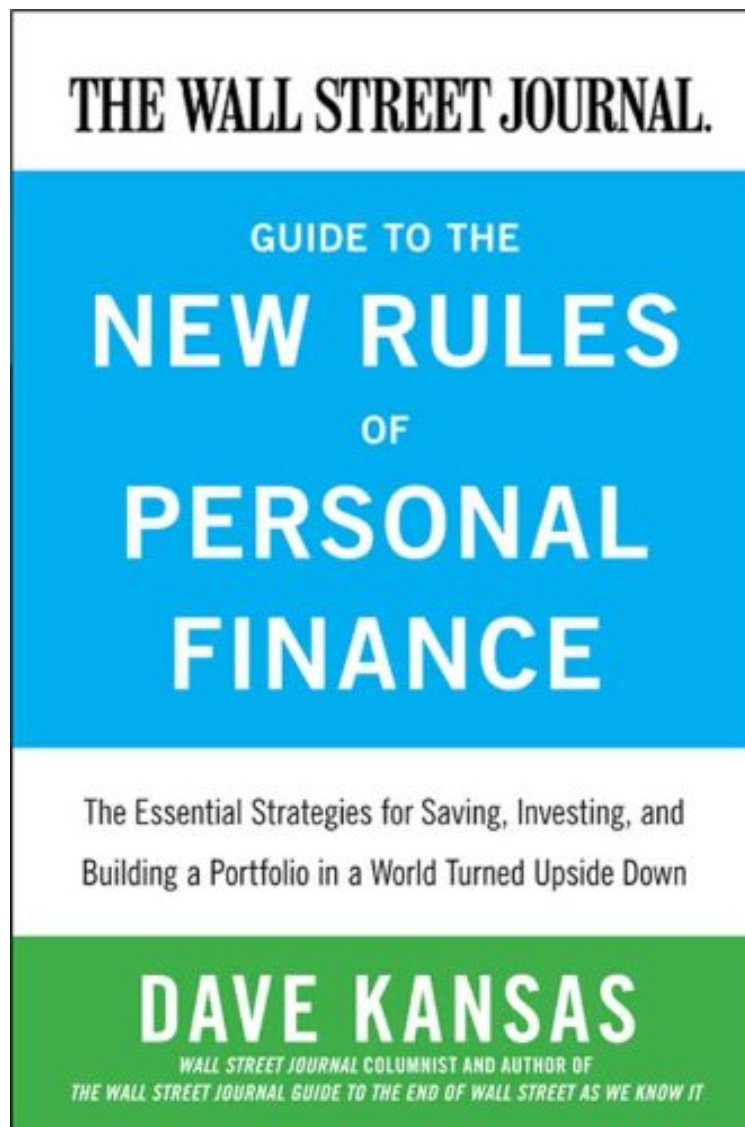


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# The Wall Street Journal Guide to the New Rules of Personal Finance: Essential Strategies for Saving, Investing, and Building a Portfolio in a World Turned Upside Down

*Dave Kansas*

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Everything you thought you knew about saving, managing risk, and securing your financial future has changed.The world is very different in the wake of the biggest financial crisis since the Great Depression. Retirement accounts have been eviscerated, risk appetites diminished, and questions raised about age-old personal finance strategies such as "buy and hold" and the efficacy of relying heavily on stock mutual funds.In The Wall Street Journal Guide to the New Rules of Personal Finance, Dave Kansas offers guidelines for understanding the new regulations for finance firms, the rising importance of international investing, and the very different environment that now exists for home buyers. With valuable chapters on debt reduction, diversification, retirement planning, real estate, commodities, and other vital topics, this essential volume is designed to help the individual determine which tenets of an investing strategy remain sound and which deserve re-examination. It is the ultimate guide to profitably investing your money in a world that has fundamentally changed.

From the Back CoverEverything you thought you knew about saving, managing risk, and securing your financial future has changed.The world is very different in the wake of the biggest financial crisis since the Great Depression. Retirement accounts have been eviscerated, risk appetites diminished, and questions raised about age-old personal finance strategies such as "buy and hold" and the efficacy of relying heavily on stock mutual funds.In The Wall Street Journal Guide to the New Rules of Personal Finance, Dave Kansas offers guidelines for understanding the new regulations for finance firms, the rising importance of international investing, and the very different environment that now exists for home buyers. With valuable chapters on debt reduction, diversification, retirement planning, real estate, commodities, and other vital topics, this essential volume is designed to help the individual determine which tenets of an investing strategy remain sound and which deserve re-examination. It is the ultimate guide to profitably investing your money in a world that has fundamentally changed.About the AuthorThe editor of The Wall Street Journal's Money Investing section and editor in chief of TheStreet.com, Dave Kansas is the chief markets commentator and a personal finance columnist for The Wall Street Journal. He is also the author of The Wall Street Journal Guide to the End of Wall Street as We Know It, The Wall Street Journal's Complete Money Investing Guidebook, and TheStreet.com Guide to Investing in the Internet Era. He lives in New York City.