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Pound Foolish: Exposing the Dark Side of the Personal Finance Industry (Paperback)

By Helaine Olen

Penguin Putnam Inc, United States, 2014. Paperback. Book Condition: New. Reprint. 213 x 137 mm. Language: English . Brand New Book. If you ve ever bought a personal finance book, watched a TV show about stock picking, listened to a radio show about getting out of debt, or attended a seminar to help you plan for your retirement, you ve probably heard some version of these quotes: What s keeping you from being rich? In most cases, it is simply a lack of belief. SUZE ORMAN, The Courage to Be Rich Are you latte-ing away your financial future? DAVID BACH, Smart Women Finish Rich I know you re capable of picking winning stocks and holding on to them. JIM CRAMER, Mad Money They re common refrains among personal finance gurus. There s just one problem: those and many similar statements are false. For the past few decades, Americans have spent billions of dollars on personal finance products. As salaries have stagnated and companies have cut back on benefits, we ve taken matters into our own hands, embracing the can-do attitude that if we re smart enough, we can overcome even daunting financial obstacles. But that s not true. In this...



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