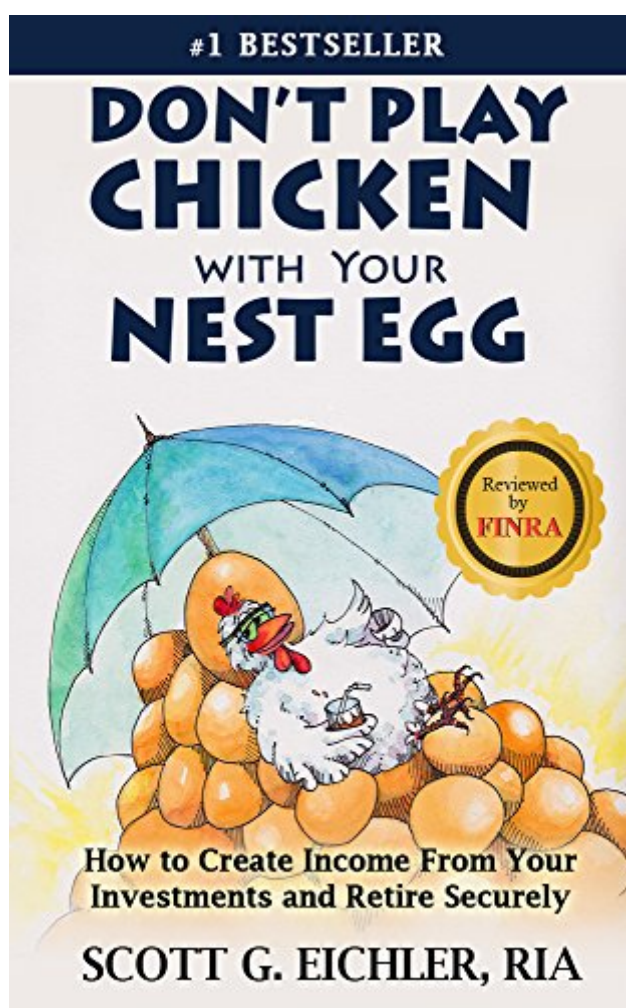


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# Don't Play Chicken With Your Nest Egg: How To Create Income From Your Investments And Retire Securely



## Synopsis

This book, as the title implies, tackles a serious topic with a sense of fun. Baby Boomers are reaching age 65 at the rate of approximately 10,000 per day, and many worry when and even whether their investments will be able to sustain them for the rest of their lives. The field of financial planning and advice is complex: it is filled with jargon, acronyms, so-called gurus, pitches, academic theories, and a mind-boggling choice of asset classes. In this very readable book, author and Registered Investment Advisor Scott G. Eichler tackles the main concepts with clarity, humor, and personal stories from his career as a financial advisor. Scott's intent is that by the end of the book, the reader will have a deeper understanding of asset allocation, market timing, risk categories, types of advisors, threats to retirement security, portfolio allocation strategies, how advisors get paid, and the author's assessment of many of today's popular investment gurus.

## Book Information

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## Customer Reviews

This book is written in a way that everyone can understand. I especially appreciated that the author has no stake in it--there's no sales pitch at the end or a recommendation to buy such-and-such software. I hate that and have gotten that smarmy feeling from other financial advice people. This book is not so much advice for which investments you should or shouldn't make; instead it explains ALL of them and their pros and cons. After reading this book, I feel I could walk in to a meeting with a financial advisor and make well informed decisions for my family without feeling completely lost.

Essentially a conversation across the table (not mahogany) with an incredibly smart, totally trusted best friend who happens to have a terrific store of knowledge, great sense of humor, wizard knack for communications and wants you to have a comfortable, worry free retirement. Written in a conversational tone, the author's great knowledge of the subject and terrific personality comes across in virtually every paragraph. Worth the read just for the wonderful humor. Many passages contain great knowledge and wisdom in a laugh out loud context. If all texts were this good and taught so well many people might want to stay in school forever! Oh wait--some do! One quibble: at 80 years young I can't recall when a Dodger Dog sold for a dollar!

As a grandmother, I found this book to be an easy read! My eyes often glaze over when I listen to financial investment strategies! But, as we now head into retirement, this book will give me the ability to now sit at the table and take part in the discussion!

Awesome. Eichler's practical and comical approach to such a complex topic is refreshing. I have read many books about personal finance and Eichler has me reviewing my positions and goals. Brilliant and captivating!

The description says it all. Scott makes a sound argument no matter how you look at your money. Whether you're a thousandaire or a billionaire, the facts are there. If you enjoy Dave Barry's humor, this book will not disappoint.

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