

again after the Great Recession—and as they are in a unique position to take advantage of distressed sale opportunities—now is an excellent time for investors to consider REITs for both diversification and strong total returns. The new edition covers: A comprehensive history of the REIT industry How REITs compare with other competitive investments How to spot blue-chip REITs and control investment risk How to value individual REIT stocks, and REIT shares generally How to build a diversified REIT portfolio, directly or with REIT mutual funds Understanding the risk-and-reward dynamics of commercial real estate Assessing non-US REITs and how to invest in them Important new developments and strategies in the REIT industry Author Ralph L. Block, who has been investing in REIT stocks for 40 years and is widely considered a leading authority on REITs, brings the historical success of investing in REITs right up to date. This book is an essential read for both individuals and institutions who desire to invest in commercial real estate through REIT stocks.

Traditional Chinese edition of *To Sell is Human: The Surprising Truth about Moving Others* by Daniel Pink, a bestselling book for its evidence based explanations of why we are all in sales now - whether professionally or personally. Pink is the author of the long running New York Times bestsellers "Drive" and "A Whole New Mind. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

Master the Markets with Mutual Funds: A Common Sense Guide to Investing Success "Master the Markets with Mutual Funds: A Common Sense Guide to Investing Success" is a groundbreaking investment guide for investors of all levels. The book is refreshing because it was written by an author that has seen and heard it all from investors. The confusing terminology is set aside, and the author, Jon R. Orcutt, speaks to the reader with the same "common sense" approach he used as a successful financial advisor for over 15 years. The reader will quickly realize they are not reading your standard boring "How To" book. Emotional investing is one of the biggest obstacles to successful investing. Jon challenges the reader to look in the mirror and recognize if they are too emotional when it comes to their financial decisions. Real-life examples are provided of how the media, the firms, and some financial advisors prey on this type of investor. From a comical view of historical Time magazine covers, to taking direct aim at the false messages being told on Wall Street; Jon does an excellent job of providing the simple truth about investing. Every investment book claims to provide strategies on how to build wealth. What makes this book different is that Jon's investment success came from his early understanding that he had no right to try and guess with his client's money and financial future. The results provided some of the most stunning returns over the last decade. The period 2000-2009 has often been referred to as the "Lost Decade" because the S&P 500 index finished the decade down 9%. However, the strategy outlined in this book finished the same period up 144%. The strategy is simple, easy to understand, and is built around 14 mutual funds. What really gives the reader an "aha" moment is when Jon illustrates that when he throws out the 14 mutual funds he personally uses and replaces them with 28 completely different and randomly selected mutual funds that the three different portfolios provided virtually identical returns for the supposed "Lost Decade." Learning about asset allocation and leaving your emotions behind is the story behind the strategy's success. The book concludes with an interesting inside look at the role of the financial advisor and a detailed view of how the major firms have always fed off of the emotional investor. No other book has been written specifically for the average American investor. Jon sat with thousands of these investors, looked them in their eyes and understands the fears that they exhibit. He understands how these emotions have impacted investor's returns and left an entire generation wondering when they can retire. The pattern will continue unless individual investors learn to look at themselves in the mirror and decide to make their own changes. This book and Jon will help with that process by educating and inspiring the reader to make the necessary changes.

If you're retired or on the way, meet Marty Higgins— your guide for the journey through what he calls DistributionLand, a place of lovely landscapes but undeniable dangers. He'll show you how to enjoy this new world—but he wants you to be well-armed. As founder of Family Wealth Management LLC, Higgins is a specialist in helping families to build and preserve their savings to last the rest of their lives and beyond. In DistributionLand, he takes you into retirement territory, where you distribute the gains of your working years. Be warned: You need to adjust to a new set of rules here, or you may not make it, as many have sadly learned. This isn't Accumulation Land anymore, that youthful place where you built for a future far away. You need new strategies to fend off the beasts that lie in wait—among them, taxation, inflation, the cost of medical and long-term care, and an unpredictable market. You need not live in fear. Higgins has the tools that can help you do far more than survive in DistributionLand. He can show you how to create an income that will endure as long as you do, supporting the retirement of your dreams. An important first step is to define those dreams. Marty Higgins has the answers to the questions that he has heard retirees ask during his many years of practice. If you are to sleep well, you need to be confident that your money is secure and that you will be all right, no matter what. But he knows that you want and deserve more than that. You want to explore these new vistas and enjoy this new phase of life to the utmost. With Higgins at your side, you're in for a joyous journey. "We are entering uncharted waters and fortunately Marty Higgins has done the work of a cartographer in Distribution Land that will enable you to both survive and thrive in the times ahead." —Mitch Anthony, Author, *The New Retirement Mentality* "Kudos to Martin Higgins for creating a guidebook to help boomers navigate the largely uncharted territory of Distribution Land. A readable, fun and informative book." —Moshe A. Milevsky, The IFID Centre, York University, Toronto "A must read for anyone within 10 years of retirement or recently retired. I've been a financial advisor for more than twenty-nine years, and I found the content of this book invaluable even at this stage of my career." —Jay Van Beusekom, RHU, LUTCF; President & CEO of Jay Van Beusekom Financial Advisor, LLC

This volume shows investors how to invest for the total market, not just for individual phases, and build a portfolio to weather all markets with long-term security. Full of practical advice and easy-to-understand techniques and examples, this guidebook provides proven strategies.

The Supernova Model is a client service, client acquisition, and practice management model that drives an explosive acceleration in revenue and client satisfaction by capitalizing upon the 80/20 Rule. First implemented by financial advisors at Merrill Lynch—under the leadership of author Rob Knapp—it has grown increasingly popular within the financial services industry. The Supernova Advisor skillfully outlines this proven model and reveals how it can be used to create an exceptional experience for your clients, while significantly growing your business.

Have you worked hard at your job for most of your life and find that you have little if anything to show for it but debts and credit card bills? Do you feel like you can't save a dime because of the demands of a growing family? Does it frustrate you when you try to figure out how you can possibly build a retirement nest egg under these conditions? The \$5 Cup of Coffee is Ruining My Retirement will teach you the lifestyle changes necessary to eliminate waste and pay off debt in order to start building your nest egg. It will help you develop your own personalized financial plan and make your money work for you. There are chapters aimed at providing novice investors with a basic understanding of investments and how to safely increase the value of their assets. In addition, the book explores a number of personal issues associated with leaving the job force, selecting leisure activities, and controlling spending in the retirement years. Now Paul Scheiner gives you the tools to master the art of controlling your spending and building wealth. Hundreds of books offer advice on preparing for retirement, but few focus specifically on the day-to-day issues facing the family of today as they try to pay their bills, avoid debt, and have something left over to build their nest egg. Unlike other books, it is aimed at the average adult who does not have a financial education. The \$5 Cup of Coffee is Ruining My Retirement is a book that you will want to keep on your shelf for reference over the years. The \$5 Cup of Coffee is Ruining My Retirement reviews: • How much of a nest egg you need to retire • Eliminating waste in everyday activities • Taking advantage of other people's money • Diversifying your investments • How to grow your nest egg • The various forms of investing • The magic of compounding • Issues related to early retirement • Outliving your money • Getting the most out of retirement activities • Plus numerous other issues

Praise for Navigating the Financial Blogosphere "Navigating the Financial Blogosphere is the most enjoyable personal finance book I've ever read. I read it cover to cover within an afternoon, and I didn't want to put it down. It's fresh, practical, and broad in its topic coverage and should be on the top of every person's reading list. Russell Baily is a super-talented rising star." -Matthew D. Hutcheson, Independent Pension Fiduciary, expert Congressional witness on retirement plan economics "Financial information on the Internet has exploded in volume; the challenge is to find what's useful and reliable. Russell Baily's book does an excellent job of presenting important personal finance topics in a clear and digestible form, and pointing readers to a wealth of high-quality sources on the Internet. Navigating the Financial Blogosphere is browsable, fun, and very useful." -David Jackson, founder and CEO, SeekingAlpha.com "Russell Baily not only explains financial decision making, but like a good research librarian, he tells you where to go on the Web for more information. You'll want to be close to your computer as you read this book." -Joseph Hurley, founder and CEO, Savingforcollege.com LLC

The best financial advisors are well equipped to succeed regardless of market conditions. Based on interviews with fifteen top advisors, each doing several million dollars worth of business every year, The Million-Dollar Financial Advisor distills their universal success principles into thirteen distinct lessons. Each is explained step-by-step for immediate application by veteran and new financial professionals alike. The lessons cover: * Building and focusing on client relationships * Having a top advisor mindset * Developing a long-term approach * Specialization * Marketing * And much more The book also features two complete case studies. First there is the "best of the best" advisor whose incredible success showcases the power of all the book's principles working together in concert. The second is an account of a remarkable and inspiring career turn around and demonstrates that it's never too late to reinvent oneself. Brimming with practical advice from the author and expert insights from his interview subjects, The Million-Dollar Financial Advisor is a priceless success tool for any and all financial advisors.

Modern tools have opened the financial world to everyday investors. Yet venturing into the world of investing can seem daunting as you contend with many unfamiliar terms, systems, and conflicting advice. Computerizing the stock market was a major evolutionary step. It enabled groundbreaking research into the performance of investment products, such as mutual funds. Another early result was the creation of index funds. As computers have become even more powerful, investing strategies have continued to evolve. Today's investors are besieged by an increasingly wide but complex array of opportunities. You need an approach that will alleviate your frustration and give you the insights you need to make excellent financial decisions. Begin making your own smart investments with this invaluable handbook, which contains guidance on understanding the markets, building a portfolio, why an advisor can make a difference and how to choose one. This advice translates peer-reviewed studies and cutting-edge scholarship from world-renowned academics into easy-to-follow steps. From longtime investment advisor Rick Raybin, Investing 3.0 offers the essential information you need to make pivotal decisions, helping you profit from what the creators of the first index funds discovered.

Let Plain Talk and Common Sense teach you how never to leave your financial future to chance. You know that you need to invest your money in order to make your financial dreams really happen. But truly understanding the world of investing can be overwhelming. You may seek out an investment professional, only to find that you don't understand the investments they select for you. And so, instead of your own decision-making power, you rely on the hope that everything will just work out. But there is help! Michael Schaffer offers this handy pocket guide to understanding investments, as well as understanding your own relationship with money. Through its sage wisdom and practical tools, you need no longer fear the investing world! Whether you are new to investing or you have been investing for many years, Understanding Investing with Plain Talk and Common

Sense gets to the essence of what really matters. It takes you past all the media noise, the groupthink, and the emotional roller coaster that can leave you confused and vulnerable to making major mistakes that can ruin your portfolio.

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