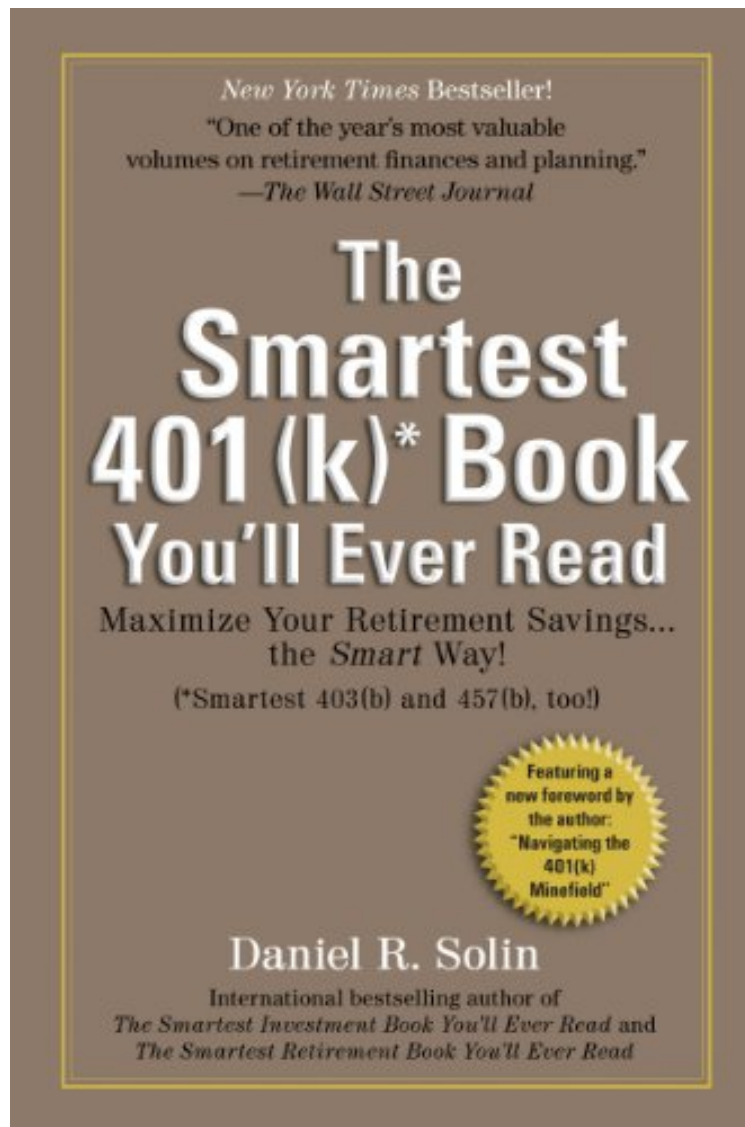


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Daniel R. Solin

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Daniel R. Solin : Smartest 401(k) Book You'll Ever Read: Maximize Your Retirement Savings...the Smart Way! before purchasing it in order to gage whether or not it would be worth my time, and all praised Smartest 401(k) Book You'll Ever Read: Maximize Your Retirement Savings...the Smart Way!:

1 of 1 people found the following review helpful. Must reading for anyone with a 401K plan.By K. KennemerI gifted this to all my children at Christmas and they all, to a person, now understand what their 401K plans are all about and why they're leavingso much money on the table because of hidden fees. They didn't realize the company rarely knows

anything about their own 401K plans, but instead leaves it all up to the management company to do as they please as long as it doesn't cost the company any money. The management company gets all its money directly from the 401K plans they manage.

5 of 6 people found the following review helpful. Come alive at 65 (no, this isn't a political book) By Samuel C. [To those convinced that 401Ks are a rip-off, look at your returns in conventional stock, ETF, mutual fund investments over the last 2-3 years, or even 10 years. I would maintain that I lost far less in my 401K during the downturn of 2008 (the last year of the Bush administration) than in my Schwab account or Roth. AARP is one of the few retirement guides that makes note of the abuses by those who encourage you to "roll over" and who stand to profit big by you're doing so. For now, I'm hanging tight with my variable annuity.] Even though I thought I had become somewhat of an amateur expert on the stock market, I confess that I didn't know the difference between a 401K and a 403K, wasn't sure if the retirement fund I'd amassed was good only until I died, had little to no notion of the tax consequences of activating an annuity of some sort. It seemed a lot easier to save for retirement than to confront that stage of life and to begin spending down the money I had so cleverly managed to collect (like everybody else, losing a lot of it in 2008 but, thankfully, not 50%). If you're in a similar state, or even if you're younger and smarter than I am, this could still be a handy, timely little book. It has reader-friendly prose, the chapters are concise and clear, and the price (especially 's currently displayed price, representing a 70% reduction from list) is not the least of its charms. Were the price higher, I might withhold a star, but at its present single-digit figure the book exemplifies the cost-cutting approach that it espouses. Still, the reader should be forewarned that much of the book is devoted to common financial definitions--T-Bills (of varying duration), CDs, stocks--with the long-term effects of "slightly" smaller or greater interest rates producing eye-opening results. Still, "Bogleheads" are likely to find the information in this book repetitious and all too familiar. The author does make some judgements and criticisms of retirement plans (or scams) that he finds non-profitable, ill-advised, or highly questionable. Why that should provoke charges from some reviewers that he's too "political" or (horrors!) even "liberal," I have no idea. Apparently these critics know things about the author that are not apparent from reading the book, which strikes me as mainstream, practical, commonsensical wisdom applicable to all genders, religions, classes, ethnicities, and even political parties. If the author has "opinions," so much the better I say. More than likely, it's the finance industry that would rather have you disregard the advice of this book, by now becoming causing savvy investors to forego the pricey services of financial planners. The author simply encourages readers to follow the example of John Bogle at Vanguard funds, who eschews expensive, actively-managed funds in favor of index funds. If, as the author's figures show, even the legendary Bill Miller cannot match the benchmarks, the average investor is wasting his time and money paying other people to lose it for him. Now is the time to follow the statistics and cold truth rather than gut-feelings that tell everyone they can, or somehow deserve to, "beat the markets." It simply makes more sense to pay expense ratios of .3% to passively-managed funds 3% of many actively managed funds: more than likely, you, not your financial planner, will be the winner after 40 years. (It's amazing how Cramer manages to crow away an hour each night without either: 1. talking about options, puts, derivatives, etc.; or 2. warning against the high sales and expense fees of many brokers and mutual funds. Rather than education, he entertains, merely feeding into the public's naivete about their ability to somehow defeat the system, which is an "efficient" market where all known information and variables are in place well before the news gets to the individual investor. As I said, the book has some style, and the author indeed does have a "voice." If you find something to disagree with, do so. But chances are that instead you'll find this a retirement book that holds your interest better than many of the other top sellers, managing to be provocative, engaging, and extremely informative at the same time--but a whole lot calmer than some of the shows on CNBC. (If that's what it takes to get young people to save for retirement, good; but I can think of many more productive uses of time than swearing allegiance to either the over-the-top manic eruptions of Cramer or the glib, reassuring proclamations of Kudlow that capitalism and the American way are beyond reproach, and failure.) Warren Buffett may think much the same as the aforementioned pair, but he too can be wrong, or at least misleading, concerning the modern individual investor's degree of power. The difference is that, right or wrong, he doesn't feel compelled to expend hours covering his back, and he quickly admits his mistakes. Within the game called capitalism, he plays it the old-fashioned way and makes it sound feasible and simple. And he remains always a gentleman, a nice guy, and a cherry Coke fan.

0 of 0 people found the following review helpful. Four Stars By Shawn Good book on how to invest your 401 k.

This book will change the way you think about and invest in your retirement savings plan-forever. Internationally bestselling author and consumer advocate Dan Solin challenges some basic and misguided assumptions about traditional retirement plans to reveal that: ? 401(k) and 403(b) plans are laden with Porky Pig fees, poor investment choices, and conflicts of interest. You may be better off just saying "No!" ? There is a simple way to make smart choices in these plans- and this book shows you exactly what to do and which funds to avoid. ? There is one investment that could be the key to a successful retirement plan. You can do it yourself, with pre-tax or after-tax money. Create your own, inflation-proof pension plan that is guaranteed to provide you with monthly income for as long as you live, and beyond! Smart Investing is not complicated. You have the power to make meaningful changes to your retirement savings plan-no matter what your age or financial status. "If you haven't taken a recent look at what

your own retirement investments are doing and-perhaps even more important-how they are put together, reading Solin's smart little book might provide the impetus for action." -Miami Herald

Readers of this smart, no-nonsense book will understand why Dan's plain-spoken advice makes him one of the Huffington Post's most popular business bloggers. --Arianna Huffington
About the Author Dan Solin, a wealth advisor to high net worth investors and retirement plans for Buckingham Asset Management and The BAM ALLIANCE Director of Investor Advocacy, is the author of *The Smartest Retirement Book You'll Ever Read*, *Does Your Broker Owe You Money?*, and the New York Times bestsellers *The Smartest Investment Book You'll Ever Read* and *The Smartest 401(k) Book You'll Ever Read*. His award-winning books have been widely praised by The New York Times, The Wall Street Journal, The Library Journal, and many financial writers, leading economists, and others. Solin is one of the most popular financial advice columnists on Huffington Post. A frequent guest on national television and radio shows, Solin has addressed professional organizations of accountants, advisors and financial planners and has testified before Congress on investor issues.