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By Daniel R. Solin

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Editorial Review

Review

"It's so simple. It almost seems counterintuitive," Solin said. And after a 26-minute conversation with Solin, *Metro*--now armed with a new investment strategy--actually agreed. -- *Metro New York*, November 6, 2006

A no-nonsense, no-fuss guide for investors of all experience levels and financial resources. -- *Kirkus Reviews*, November 1, 2006

I just finished a great little book (I say little because it's a bit smaller than a regular book in size and is only 150 pages), but it's full of great investment advice, principles, data, facts, studies --you name it. The book is *The Smartest Investment Book You'll Ever Read: The Simple, Stress-Free Way to Reach Your Investment Goals*. -- *FreeMoneyFinance.com*

Is this, as the title claims, the smartest investment book you'll ever read? I can say it's the smartest so far. -- *ConsumerismCommentary.com*

It's tightly written, always on-point and not weighed down with anecdotes and aphorisms, and could be just the instruction book that you were looking for, but never received with that thick pension package from your company's HR department. -- *Miami Herald*, November 27, 2006

Solin does a great job of keeping his advice simple; his guide can be read...in a couple of hours. -- *Library Journal*

[Solin's] recommendations are sound and simple to put into effect... it is clear he is on to something. -- *The New York Times*, October 8, 2006

About the Author

Dan Solin, an Investment Advisor Representative and nationally known advocate for investors, 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 a financial columnist for AOL. His advice appears frequently on its Welcome Screen where it is viewed by millions of readers. He is also one of the most popular financial bloggers on The 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.

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The author's single point is that only fools believe they can time the market or consistently predict which stocks will perform well. Experts who do are just lucky and are usually expert only at selling their services (as they hyperactively trade your portfolio to maximize fees). When you invest in index funds containing

domestic and international stocks or bonds, your fees are low or nonexistent, your risk is low, and the historical earnings are far from shabby. Solin's message is helped immensely by the businesslike, easy-to-hear narration of Craig Wollman, Though Solin recognizes the skill of stock-picking geniuses like Peter Lynch and Warren Buffett, his argument is that most individual investing experts are not that smart and are not to be trusted if they say they are. T.W. © AudioFile 2007, Portland, Maine-- *Copyright © AudioFile, Portland, Maine*

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